Saturday Night

March 6, 1954 • 10 Cents

The Front Page

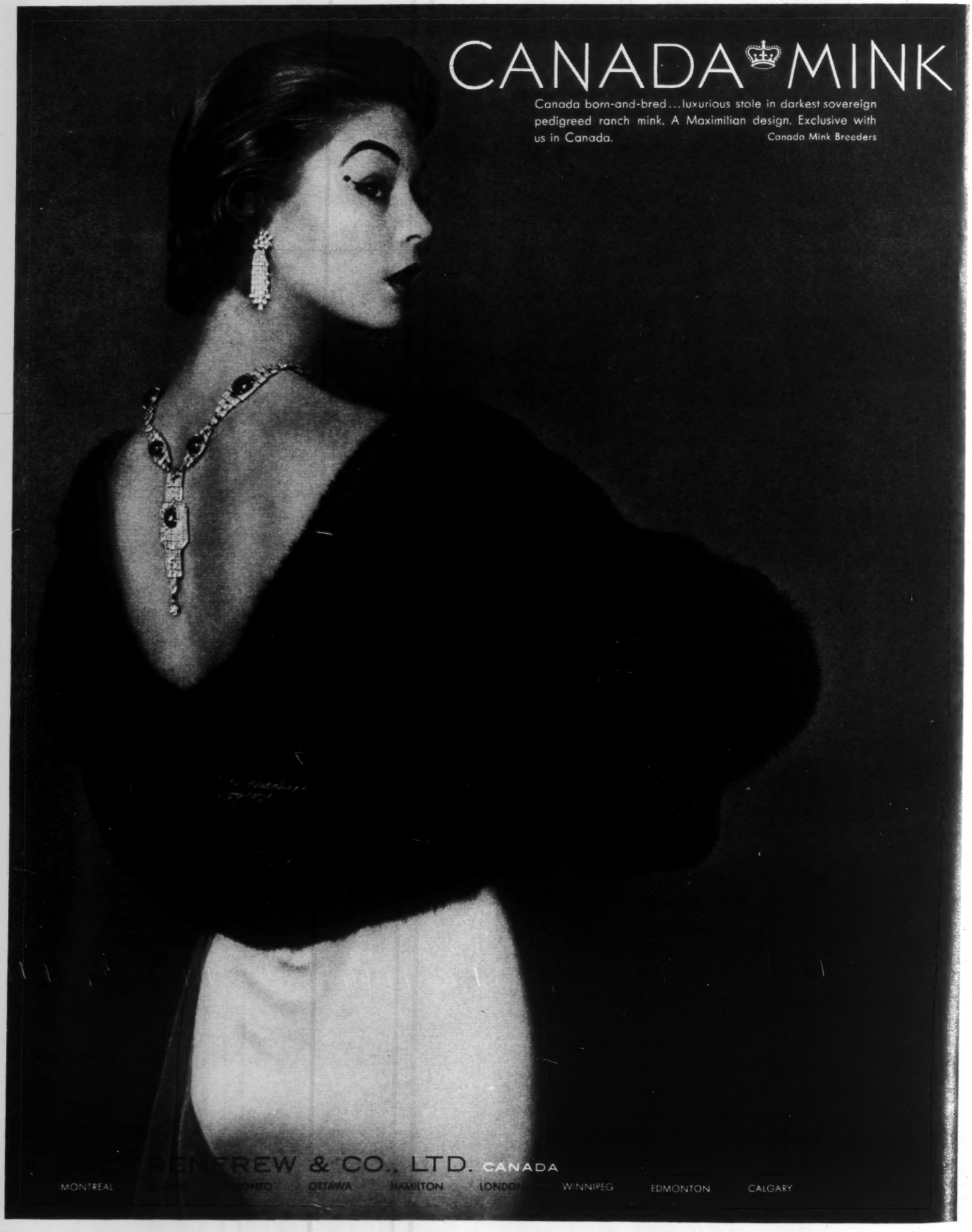
The frenzied exhibitions of loyalty by Australian crowds during the Queen's visit have shown not only that the flood of feeling for the Crown flows stronger than ever in the Dominions but that it whirls Her Majesty along such a battering course that it constantly threatens to engulf her. At the end of her Canadian tour, she was bone-weary and badly in need of a long rest. The same thing is happening to her again.

The source of the trouble, of course, is the infrequency of her visits to her subjects outside Britain. People who fear that they will get only one chance to see and cheer the Queen are naturally going to make a tremendous event of it; every community demands that it be included in the tour, and every official wants to get into the act. It would be strange if it were otherwise.

The answer is for the Queen and her household to spend less time in Britain and more in her other countries. There would still be exuberant demonstrations of loyalty whenever she appeared, but the pressure of moving from one multitude to another on a time schedule would be relieved. She could get to know

Donald McKague

THERESA GRAY: Power in the velvet voice (Page 4)


CANADA MINK
Canada born-and-bred...luxurious stole in darkest sovereign pedigreed ranch mink. A Maximilian design. Exclusive with us in Canada.
Canada Mink Breeders
RENFREW & CO., LTD. CANADA
MONTREAL
OTTAWA
HAMILTON
LONDON
WINNIPEG
EDMONTON
CALGARY

CONTINUED FROM PAGE 1

her people in a more leisurely way, and they in turn would be bound even more strongly by a sense of unity with the Crown because of the sustained knowledge of her presence within their borders. Moreover, her children would grow up with an understanding of the Empire and Commonwealth they can never get from books and tutors.

Her Majesty could well spend, say, nine months out of each year away from Britain; not only would the Commonwealth benefit, but the Queen herself would be a healthier, happier person, not forced to endure the "shattering deep fatigue" that reporters could see burdening her small frame halfway through the Australian tour.

The Front Page

Undisciplined Phantoms

GHOSTS, it seems, are a pretty inconsiderate lot. George Nugent Tyrrell, an Englishman who describes himself as a ghost researcher, has found, after lengthy and careful study, that ghosts do not appear when people are expecting them; they shun human beings who fear their visitations or who are eager for them to make an appearance, but usually burst in upon persons "engaged in ordinary occupations or lying in bed". In other words, they pop in like unwanted guests when they're not expected; possibly they became ghosts in the first place by arriving at inopportune moments. They are, too, obviously lacking in patriotism. No self-respecting ancestral home in England is without its own special phantom, and this is part of the old-world charm that induces foreigners to buy English real estate; but the purchasers want well-behaved ghosts who will be obliging to interested guests, not capricious ones who just don't give a damn about their hosts.

Wholesale Business

WE VISITED the Canadian Fruit Wholesalers when they held their 29th annual convention in Toronto the other day and found them a very happy crowd indeed. The weather was bad, there were some pretty gloomy speeches being made in Parliament, and Orphan Annie was in a peck of trouble again, but there was a pleasant air of joviality about the Sheraton Room of the King Edward Hotel, where the Wholesalers were in session.

"We have a happy and successful state of business," Wilfred Sinclair Cluney, who had just been elected president of the Association, told us by way of explanation. "There is a plentiful supply of produce, prices are reasonable and demand is high. I see no reason for any real change. There was a bit of a drop in the wholesaling of fruit and vegetables in December—in total national volume, that is—but it was just a normal fluctuation. It hasn't always been like this, of course. In my early days in the business, we sold very little fruit in the winter, and then in summer there was a constant race against the weather to get produce to the stores in good condition. Over the years, the growers and retailers have improved their methods, and so have we. Now produce is brought to the family table in really top condition throughout the year. The result is that there has been an upward trend in sales in spite of increased competition from canned and frozen products, and this should continue as more people follow the advice of health authorities and eat more fresh fruit and vegetables."

We sought more information about "the early days". "When I got back to Halifax after service with the Royal Flying Corps in World War I," he said, "I could not get down again to serious study of law—I had started that before I enlisted—and I got a job as a clerk with the local firm of Nickerson and Crease, wholesalers. I'm still there and have been president of it for the past ten years. Our operations cover 250 accounts in Halifax and the western part of Nova Scotia. My son Reginald—he's 22—is studying law now, so there'll be a lawyer in the family after all.

"Yes, there's been a tremendous improvement since those early days, but there's room for a lot more. Did you know that our consumption of fresh fruits and vegetables is still below the level considered necessary for good health? And that Canadians eat fewer salads than Americans?"

Before we left, we promised to give sober thought to these disturbing questions.

Ashley & Crippen

W. S. CLUNEY: A happy state of business.

A Smiling Source

WITH CHARMING simplicity, Japanese newspapermen apparently refuse to embellish their anonymous informants with any such imposing adjectives as "authoritative" or "well-informed." A reader in Tokyo has sent us a Japanese account of the recent flight of a Russian first secretary (a Beria man) from the dour confines of the Soviet Union's offices in Tokyo to the eager and profitable embrace of American Intelligence officers in that country. Details of the flight, the newspaper report said, were provided by a Source; some questions were asked, and "the Source smiled and answered. . .". It's refreshing to find just a plain, simple Source, even though we will be haunted the rest of our days by a verse that now ends with the line, "The inscrutable smile of the Source".

For the Gannets

A NEWS RELEASE from the Post Office Department (Public Relations Division) informs us that the Hon. Alcide Côté, Postmaster-General, has announced that his Department "will issue on the 1st April, 1954, four new design postage stamps," one of which is considered specially suitable for airmail. "A 15-cent black stamp will illustrate a gannet in flight against a night sky," the release says. "The gannet was selected as an appropriate symbol for the 15-cent stamp which is used extensively for airmail."

Why the gannet, a close relation of the booby and a pretty naive bird, as an appropriate symbol for Mr. Côté's swift couriers of the air? There may be all sorts of ornithological answers (though none, we trust, based on the bird's apparent weakness for diving from a great height and destroying itself on a fisherman's lure), but it is just possible that the gannet was the end result of a thought-process that started with recollection of the friendly contempt that some Ministers show, from time to time, towards the members of Parliament who sit outside the select, sacred circle of the Cabinet.

The possibility occurred to us as we read the release, because a few days earlier Mr. Côté himself had given a demonstration of this ministerial state of mind. The Postmaster-General remembered, when prodded by a CCF member, Stanley Knowles, that the mailing rates for postcards as well as for letters were to be increased. He would have let Parliament know about it earlier but had lacked the chance to do so, he explained. But the excuse was just as shoddy as the failure to give Parliament the full details of the postal changes; the debate on the bill to increase the rates was a long one, affording Mr. Côté every opportunity to provide his fellow members with complete information. That he failed to do so was blatant discourtesy and another example of a Minister being forgetful of his duty to keep Parliament properly informed. We can only assume that the responsibility of keeping the members posted on what the Government intends to do is, in the opinion of the Postmaster-General, something for the gannets.

Public Convenience

WEDGED INTO a street car the other night we listened with interest to a conversation which went on a few inches away from our right ear. "There won't be any washrooms in the new subway stations," one woman was saying. "There should be," a second replied. "No," said the first, "because you know what happens in washrooms." We thought we did but eavesdropped anyway. "Murders is what happens, that's what. It happens all the time in subway washrooms." We got off at the next stop and rushed to get in touch with the Toronto Transportation Commission; we learnt, to our relief, that there *would* be washrooms at each station, but only one, at the terminal, will be public. Which seems fair enough; if murderers want to use the washrooms, they should pay for the privilege.

Drunken Drivers

THERE WAS a time when property rights were considered to be much more important than human life, and relics of that barbaric attitude remain in the law even today. Just a couple of weeks ago, for example, a man was sentenced in Montreal to several years in prison because he had stolen a car; a day or two earlier, in Toronto, a motorist described by Crown Counsel as "a menace on the highways" was given six months in jail and forbidden to drive for three years after being found guilty of drunken driving—his third conviction on the same charge.

Theft of a car is a crime, certainly, but not, in our opinion, as dangerous a crime as driving a car while drunk. Just how deadly a weapon the automobile can be is demonstrated every day on the highways of the nation; the graveyards and hospitals are full of the dead and the injured. When this weapon is put in the hands of a man befuddled with drink, the scene is set for murder; the brutal truth is that

The Front Page

a man who gets himself drunk and then tries to drive a high-powered vehicle deliberately makes himself a potential murderer. If he gets to his destination without killing himself or somebody else, it is nothing but good luck.

A term of a week or two in jail for a first offence is wholly inadequate as a punishment for so serious a crime. The offence cannot be described as a sudden yielding to a fleeting temptation; it is much too deliberate an act for that. And if it is repeated, surely the offender forfeits the right to drive a car for a far longer time than a few months or years. When the crime is repeated three times, the guilty person has proved beyond doubt that he cannot be trusted at any time to be in charge of a vehicle; the prohibition should last for the rest of his life.

Disposal Problem

WE RESPECTFULLY draw to the attention of university officials in Canada the very sensible action taken by Texas A and M College, which has announced that it now requires all full-time employees to carry enough insurance to pay for their burial, "because it gives the college a bad name when one of its professors dies and can't be buried". A campus littered with the remains of defunct professors would not do at all; it would soon become a subject for distasteful comment even in those places where it is often difficult to distinguish the dead from the living. There has been no mention yet of this problem in Canada, possibly because our professor-population is too small or our disposal methods adequate, but it's something to keep in mind for the future.

Mamba's Daughter

ETHEL WATERS, who has done just about everything in the theatre, had just finished her TV performance in Truman Capote's *The Grass Harp* for General Motors Theatre when we talked with her, and we found that she was giving her career some very serious thought.

"I have given recitals, appeared in vaudeville and done radio and television work of various kinds during the past few years," she said, "but I wonder if I've been playing too many straight parts. The original Ethel Waters was a singing entertainer, but now there's a modern audience that knows me only as a character actress."

She settled her ample figure more comfortably. "I started as a cabaret singer 37 years ago," she said. "I made my debut on Broadway in *Africana* in 1927 and since then I've developed into the Jack—or is it Jill?—of all trades of show business. I played my first straight role in *Mamba's Daughters* in 1939. Then there was *Cabin in the Sky* and, after the musical *Blue Holiday*, there was another serious part in *The Member of the Wedding* —and that went on and on, with a two-year run in New York, a long tour and a film version. Yes, maybe it's time to do less acting and more singing. I'm going back to New York now, and I expect two offers when I get there, one for a straight role and one that will give me a chance to sing. Maybe I can handle both, but I'll give the singing first chance. I don't want to lose that original personality—I'm an entertainer and I want to keep on being me."

We assured her she had been highly successful to date. "I suppose so," she said. "But take television — what I enjoy most about TV is watching it. It enables me to meet old friends and to see some of the movies I missed. I'm glad I can work in television, of course, because it's a great and wonderful medium of entertainment, but there's a rush and remoteness to contend with, and in a direct transmission there is the extra worry about the smallest details of speech and movement. There is nothing wrong with trying for perfection, but I feel happier on the stage of a theatre where I can be myself at my own pace, and find out from the audience just how I'm doing."

Gilbert Milne

ETHEL WATERS: Happier on the stage.

By Any Other Name

WHEN IS a slum not a slum? When it is an area to be cleared for new housing, if we are to follow the reasoning of Charles Henry, the Liberal member of Parliament for Toronto Rosedale, who has objected to a film dealing with the razing of a Toronto slum as "deeply offensive to the human dignity of many Canadians", and who has suggested that the words "slum clearance" be taken out of the Government's housing legislation. It's a pretty idea, but unfortunately, changing the name of something does not change its nature.

Some years ago we talked with a teacher from Glasgow, who had been working in an area where slum clearance was under way. The families had been moved to new dwellings in a different district but the school remained in the old area and the pupils were brought from their new homes by bus. They spoke of themselves as having been "cleared", and going to school in the morning was "slumming".

Words like slum have shifting connotations which are determined as much by the heart as by the head. Mr. Henry obviously is sincere in his dislike of the term "slum clearance", but it would be much more to the point to leave the words and try to delete the conditions that make them necessary.

The Thoroughbreds

THE TEAR-FILLED reports being turned in by American tennis players about their experiences with Australian crowds are a reminder to the followers of spectator sports that the North American tennis star is a very special sort of performer whose delicate sensibilities are quickly hurt and whose concentration is easily disturbed by the untutored comments of the rough-minded masses permitted to watch his displays of skill and grace. His is the game of kings and exclusive clubs, the playing field his court.

Not for him the uninhibited applause or condemnation of a raucous mob, because noise upsets the fine adjustment between his mind and his muscle—an adjustment so much more precise than that of such unlettered clods as baseball or hockey players. The pitcher who has the bases loaded and a full count on the batter is, of course, insensitive enough to disregard the torrent of noise swirling about him, just as the goal-keeper can ignore the brassy invective hurled his way after some shifty forward has made him look foolish. These are the stolid work-horses of sport, the plodders whose tough hides have become hardened to the lash. The ranking tennis player, however, is a thoroughbred, full of temperament, sulks and skittishness.

Cover Girl

WE DO NOT know what was in the mind of Rudolph Bing, general manager of the Metropolitan Opera Company, as he sat through the performance of *The Consul* by the Royal Conservatory Opera Company in Toronto a week ago Saturday, but we would hazard a bet that he made a mental note to remember the name of the girl who sang the soprano role in the Gian-Carlo Menotti work. The singer, Theresa Gray, not only has a considerable talent for acting and a voice which has been described by critics as "powerful yet velvety," but she is, in the classic term, quite a dish.

Miss Gray and *The Consul* are old friends by this time. She sang the role in last year's Opera Festival in Toronto and repeated it on television; this week she will do it again in Hamilton and London, Ontario, as the Company makes its first brief tour. She was born and brought up in Toronto, but recently she has spent a considerable amount of time in the United States. After studying at the Royal Conservatory, and winning numerous awards for her singing, she went on to the Juilliard School in New York, became an active member of two opera groups there and later toured for ten weeks in the U.S. with the "Rodgers and Hammerstein Nights" Company. During the past year, she has returned to Toronto for engagements with the Promenade Symphony and the Toronto Symphony.

Inquiring further into her activities, we learnt that she is 5 feet 8½ inches tall, was a competitive swimmer a few years ago, likes to go bowling, is a good cook and makes all her own clothes.

Movies in the Round

AS SOON as someone got the idea of showing motion pictures on bigger screens, it became inevitable that the process thus started had to go on until expansion was impossible, until the creeping edges of the screen met and audiences became islands in an ocean of stereophonic, three-dimensional make-believe. Now that end is in sight; Professor Joseph Cohen, of the University of Illinois, reports he has invented a motion picture screen which will permit an audience to sit in a circular theatre and be completely surrounded by the picture.

Professor Cohen, however, seems to be the cautious, conservative type of inventor. He sees a practical use for only the half-circle picture, because "no one really would be interested in a picture behind himself". We cannot agree. There are many attractive features to the full-circle treatment. It might be possible, for example, to show the beginning, middle and end of a film all at the same time on different parts of the screen, thus saving audiences an enormous amount of time in the course of a year. Only one disadvantage is apparent at this time: the possibility of horse-opera fans decapitating themselves in all-out efforts to follow the hero's pursuit of the villain through the full 360 degrees.

Men In The Mirror Of Their Own Art

Painters Look Out from the Canvases of History

SELF-PORTRAIT BY WILLIAM HOGARTH

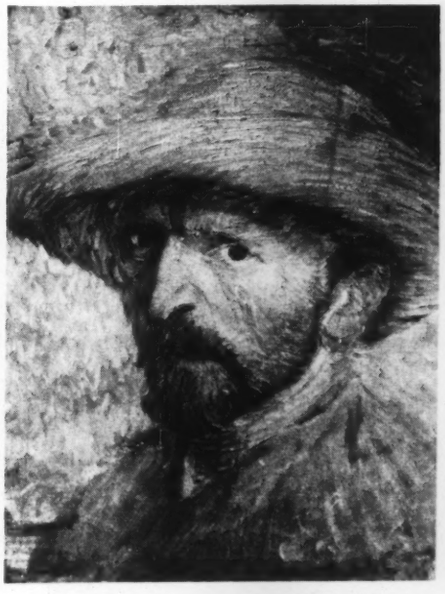
Since painting began, artists have inscribed their autobiographies on canvas in the form of self-portraits. After many centuries, we can still see them as they saw themselves. Satirist William Hogarth (1697-1764) *considered painting "a public utility" and preferred to call himself "an author of moralities rather than an artist".*

REMBRANDT PORTRAYED HIMSELF IN MANY MOODS

Rembrandt (1606-1669) *did more self-portraits than any other great artist. Through these, we can trace the rise and fall of his career. In his early portraits, we see him as a self-confident, celebrated citizen garbed in princely costume. In his last, impoverished years, he faithfully drew a countenance chiselled by wisdom and experience.*

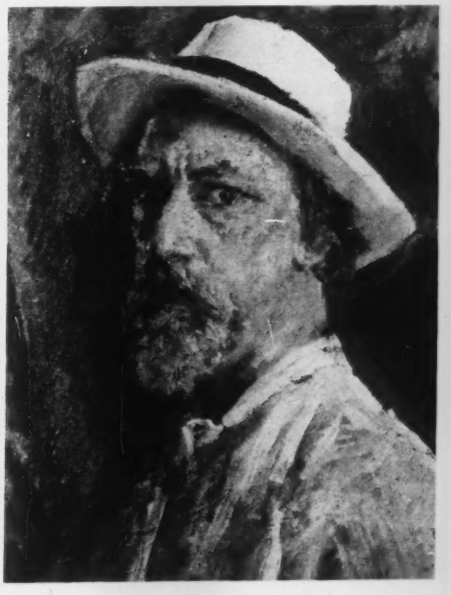
FLEMISH PETER PAUL RUBENS

Diplomat, courtier and knight, Rubens (1577-1640) *was the most successful painter in history. He directed a vast studio of pupils and collaborators. More than* 2,000 *works bear his name. This portrait reflects his success.*



HOLLANDER VINCENT VAN GOGH

Vivid contrast to Rubens is the face of Van Gogh (1853-1890). *Son of a poor pastor, he was scorned and hungry during most of his brief life. Intense and elemental, a coarse integrity marks all of his tormented art.*



WELSHMAN AUGUSTUS JOHN

Augustus John (1879-) *is most famed of living portraitists. For much of his life, he painted and travelled with gypsies in England, France and Spain. He sometimes draws himself as a minstrel among the gypsies.*

the slender casual

Softly textured, supremely casual . . .
our cashmere-finished classic
takes its cue from gently sloped
shoulders, pushed-up sleeves and
a stem-like silhouette. Indicative
of our Spring coat and suit
collection, gathered for you
on Fashion Floor, the Third.

Yours in sizes 10 to 18,
each $99.
Dept. 301

Simpson's
TORONTO

PHONE TRINITY 8111 OR WRITE SIMPSON'S SHOPPING SERVICE, TORONTO

Soviet Regime Faced With Farm Crisis

By WILLSON WOODSIDE

FROM all indications the Soviet countryside will be filled this spring with the greatest hurly-burly since collectivization, twenty-odd years ago. Happily, there is no sign that the bloodshed and brutality of that terrible time are to be repeated. If any heads are to roll this time, it will be those of "inveterate bureaucrats," denounced the other day by the Minister of Agriculture for not being able to learn that paper work and "unnecessary fuss about meetings" must be drastically reduced and people freed for work.

What is happening is that the new Soviet administration is setting out to try to make the collective and state farm system really produce what it "ought" to, after all the vast effort of mechanization and all the organization and reorganization that have gone into it for nearly a quarter of a century. Krushchev, it will be recalled, made sweeping admissions last September that there were fewer cattle today than before the Revolution and many millions fewer than before collectivization, in 1928. What this means in reduced meat and milk supplies for a vastly increased city population can readily be imagined. Take Siberia, for example: despite a huge influx of population that region produces less butter today than it did before the First World War.

Before the Second World War almost every peasant household had its own cow, but now only every other peasant family owns one. And though Krushchev didn't seem so concerned with the grain supply, it is generally accepted by students of Soviet agriculture that with all its mechanization it has never produced more per head of population than did the peasant farming of pre-Revolutionary days.

Krushchev could not have foreseen, in launching what was clearly intended to be a great new offensive to increase farm output, that almost before the last echo of his words had died away on the endless steppes, the situation would be drastically worse. Cruel, early winter storms killed cattle in droves, snowed-under grain and fodder crops, and froze a large part of the potato and vegetable crop in the ground. By November an emergency conference of rural party secretaries and farm paper editors was called in the Kremlin, and it has been succeeded by one farm conference after another the entire winter, of collective farm managers, state farm managers and machine tractor station officials. At this last, in mid-February, almost the entire Politburo was in attendance and the full scope of the new farm offensive was revealed.

Their plan for making the Soviet countryside really produce at last is to be based on a great strengthening of the machine tractor stations. (There are 9000 of these in the USSR, with 108,000 tractor brigades and over one million tractors.) In recent weeks 21,414 engineers and technicians have been pulled out of industry and sent down as chief engineers and workshop heads of the MTS. And 104,644 others who have had agricultural school training have been collared, in cosier city jobs or in the immense bureaucracy of the Ministry of Agriculture, and shipped to the MTS and the collective and state farms.

It seems that the greater part of these "agronomists and zootechnicians" have been made available by simply closing down all the county offices of the Ministry of Agriculture. This Ministry has taken a terrific lacing in all the farm conferences for its failures and above all for the paper work it has built up. Krushchev has revealed that the average collective farm management had to submit over 10,000 statistical items last year, eight times as many as before the war. There was an inkling as to who was collecting and filing and compiling these statistics in the further revelation that of 350,000 agricultural college graduates only 18,500 had stayed "down on the farm" and 50,000 in the machine tractor stations.

This trend away from the farm has been such that until recently only one in five collective farm chairmen had secondary school education; even on the MTS only 22 per cent of the directors, 15 per cent of the chief engineers and 1.3 per cent of the heads of workshops had "higher education". In Soviet fashion, this situation has been radically changed overnight; by February 73.5 per cent of the chief engineers of the MTS had higher education. Somewhat similar changes are revealed in the other positions, and on top of everything 1½ million workers have been shifted from collective farms and attached to the MTS.

The commotion raised by all this change of personnel, under a stream of directives from the successive farm conferences in the Kremlin, to get all the machinery repaired, to help the collectives to the utmost during the calving season, to get ready for spring plowing, to prepare for a huge building program on the MTS, including shops and housing, can only be imagined. Here is a glimpse of it. The training of mechanics and operators of all kinds of farm machinery has been taken from the Ministry of Agriculture, and thrust in the lap of the Ministry of Education.

Pravda describes the situation: "The Ministry of Education is faced with the serious task of training hundreds of thousands of mechanics and combine-tractor drivers for 1954. The main task now is to equip the schools with the necessary machines. In Penza Province a former forest-belt protection station is being used as a school" —an interesting indication that one of Stalin's schemes "for the transformation of nature" has been cut back. "Elsewhere, school premises are cramped, cold and dirty. The trainees have to sit in their overcoats and galoshes. The authorities can and must improve these conditions. Soviet agricultural workers must be not only trained, but taught to love their work." The compulsion is clear.

The main aim of this big, new assault on the farm problem, and the main hope of producing a solution, is stated over and over again as the establishment of permanent, qualified cadres of specialists. It is admitted that, after 20 years and more, this has not been done. Last year, for example, half the machinery was not repaired and ready for the plowing, or the harvesting. Farmers and MTS personnel were negligent about spreading manure. They kept many of the cattle in "primitive" sheds, and in many cases showed a "criminal" attitude towards providing proper winter shelter for them.

Above all, they were careless about providing fodder. There cannot be any doubt, from the repetition of this theme, that lack of fodder, and failure to bring it in before the snow fell, has caused a serious loss of cattle this season.

OVER and over again the attitude of the MTS in caring only for fulfilling their quotas for acres plowed or tractor shifts completed is denounced; under the new order they are to consider it their responsibility to see to it that the crops which they sow and reap are abundant and carefully stowed away, and the animals well fed and bred. More than ever before, the MTS are to be the command posts of the Soviet countryside. In all his talk of technical details, the Minister of Agriculture paused to note "the political as well as practical importance" of the strengthening of the MTS.

Will this new farm campaign produce the results? Basically, it is only a new effort to prove that a farm program which has been a failure from the beginning can be made to work by pouring still more effort and determination into it. Far from admitting that they have been on the wrong track, the Soviet leaders are still trying to prove that collectivized agriculture, as well as providing the ideal method for controlling the countryside, can be made to produce abundantly.

At least this is a much more promising effort than the last one, launched in 1950—and also led by Krushchev. The idea at that time was that collectivized farming hadn't succeeded because it wasn't done on a big enough scale, and the peasants hadn't been finally rooted out of their villages and their old habits of life. The farms were to be consolidated into bigger ones, the old villages were to be abandoned and ultra-modern "agrar-towns" constructed.

This program struck the countryside like a cyclone, so that in the first year, in Moscow Province, 6000 collectives were amalgamated into 1500. The disruption that was caused, the seizure (euphemistically referred to now as the "ignoring") of the small private peasant plots of an acre and a half, and the collectivization of many private cows (which brought, once again, a wave of resentful slaughter of these animals) combined to produce the critical farm situation of today.

The new farm program, while making so much of the strengthening of the MTS to get the full benefit out of mechanization, has already recognized

Sovfoto

CAN'T KEEP THEM DOWN ON THE FARM: Krushchev, looking over the farm situation, admits that, of 350,000 *Soviet farm school graduates only* 18,500 *have stayed on collective farms and* 50,000 *in machine tractor stations. Another* 87,000 *are doing paper work in the Ministry of Agriculture; the rest are unaccounted for.*

some of the human factors involved, which is one of the reasons for expecting it to achieve something. Krushchev, who was urging harsh treatment for the peasants four years ago and was responsible for the slaughter of much livestock, now says that "only those who do not understand the policy of the Party can think that it is a danger to the Socialist system for a collective farmer to possess livestock.

"The time will come," Krushchev goes on—and the Soviet peasant will note this, "when the development of commonly-owned livestock will reach such a level that the demands of the collective farmer will be fully satisfied, and then it will be unprofitable for him to own his own." It doesn't look from this as though the Soviets are ready to admit yet that they have been wrong in their livestock policy, eloquent though its lesson is.

Here is the record. Under Lenin's NEP, or New Economic Plan, with private ownership, there were 70.5 million cattle in the USSR. Then came Stalin's brutal collectivization drive, which brought a great slaughter of animals; by 1933 there were only 38.6 million. To recoup the situation, peasants had to be permitted to own a private cow. This brought the herds back up to 63.2 million in 1938, by which time the peasants again owned two-thirds of the cattle. The state cracked down again, and by the outbreak of war in 1941 the peasants only owned one-third of the cattle, which only numbered 47.4 million. After the war, the herds again increased, reaching 57.2 million by 1950. With the amalgamation drive of 1950 this growth was checked, and by last fall a loss of several million animals was admitted.

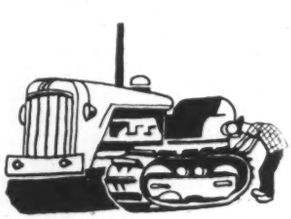
This explains Krushchev's tack of last September, when he announced that farmers without a cow would be freed from taxes so as to enable them to buy one. Taxes on the peasant's private plot would be halved, and debts cancelled. Compulsory deliveries to the state would be reduced (up to now the peasant has had to hand over his calf every year to meet the compulsory meat delivery quota), and the state will pay 5½ times more for these deliveries, and twice as much for butter and milk.

As a speaker on Moscow Radio January 27, put it so well: "Socialism Thrives on Material Reward". "Under capitalism," he said, "the worker is forced to produce more goods, so that the capitalist can make more profit. . . . The interest of the workers is only served by Socialist production. . . . Lenin indicated that the bridges leading to Socialism would not be built by enthusiasm alone, but also through personal incentive. These great words, spoken by the great Lenin in 1921 after the Soviet Government had embarked on NEP, retain their full significance today. . .

"Our guiding principle must be 'From each according to his ability, to each according to his work.' Under Socialism labor is an honor and a duty, on the principle that he who does not work does not eat. . . In our country labor is honored; it is a thing of glory and heroism. Leading workers are decorated with medals. . . But however important these incentives, they do not substitute for the material incentives, which remain fundamental. . . . To appeal to this material interest of the worker, he must be paid according to what he produces and there must be a decisive struggle against *petit bourgeois* levelling. In the factories there must be piece-work rates and progressive quotas. On the farm there must be supplementary payments for increased harvest yields and livestock herds. . .

"We shall in this way reach sufficiency—and subsequently abundance—of consumer goods. We shall reach complete Communism, but only by respecting the principle of the material interest of the workers."

This is, of course, double-talk. The Soviets are recognizing material incentives because they need a bigger farm yield in a hurry. But once they get "over the hump" again they are bound to defy experience and attempt again to socialize the countryside, unless they would admit that Communism doesn't work.



R F

When *she* goes abroad—she flies *B·O·A·C*

At one time or another, you'll find leading names from almost every field of endeavour on B.O.A.C. passenger lists. And it's often the little luxuries as much as the big advantages that seem to attract these smart travelers.

The convivial air of the downstairs lounge . . . as much as the smooth, over-the-weather flight of B.O.A.C.'s great double-deck Stratocruisers. The smart Bond Street bag presented to every passenger . . . as much as the superb meals served with *éclat*. The size and perfect appointments of the dressing rooms . . . as much as the pleasure of arriving refreshed after a sound night's sleep in a full-length berth.

Try this *only* first-class service between Montreal and Britain and you, too, will say: *"When I go abroad, I fly B.O.A.C."*

THE CANADIAN
Monarch
Sovereign of the Air

Montreal-London direct.
Also B.O.A.C. first-class
Stratocruisers between
Montreal, Glasgow and London,
and world-famous
Constellation service at
tourist fares.

Bookings through your travel agent . . . railway ticket office or
BRITISH OVERSEAS AIRWAYS CORPORATION
MONTREAL • TORONTO • VANCOUVER *In U.S.A.: New York, Boston, Washington, Chicago, Detroit, Dallas, Los Angeles, San Francisco, Miami*

Television

Culture and the Privy Purse

By Hugh Garner

THERE IN CANADA we are in danger of falling for a planted misconception: that only the Federal Government or its employees and appointees have (a) the taste, (b) the means, and (c) the unselfish inclination to disseminate culture among the masses who have long been ground under the boots of the private entertainment industries. This misconception is dangerous because it is one of the basic planks of the Communist platform; it is an anachronism because it is a by-product of the fuzzy pseudo-intellectual thinking that developed from the negative socialism of the Great Depression; and it is a joke (but a wry one) because its only results to date have been the National Film Board and the CBC, whose products are in no danger of ever being labelled popular.

This governmental hoax has been perpetrated now by a generation of career bureaucrats, egged on by the sideline cheers of the Socialists. Its course down the years has been marked by its gathering up of long-haired adherents, much as a snowball gathers slush, its frenzied efforts to protect itself by government regulations and orders-in-council, and its acquiring of a gospel known as the Massey Report.

The "culture" maniacs of every generation raise a great hue and cry about the public's surrender of its "cultural standards" to one entertainment medium or another, as if they were speaking of seduction rather than willing acquiescence. In 1910 the medium was the moving picture, in 1930 radio, and now it is television.

The proponents of spoon-fed culture claim that private TV operators would misuse this newest medium of entertainment to pile up profits from sponsors, giving the public in exchange cheap (but not cheaply produced) entertainment appealing to the lowest mental level of the population. This claim cannot be refuted in Canada until such time as the television monopolists give private operators a chance to produce their own programs and broadcast them to the viewing public. However, we *are* in a position to judge the CBC-TV programs from both a cultural and entertainment standpoint, and the following box score shows the government television fare for one week recently.

Of the total, movies made up 17½ hours (of which many were cowboy pictures), plus 4 hours of designated cowboy films; puppet shows, 2¼ hours; children's programs, other than cowboy films and puppet shows, 4¾ hours; sports and sport comment, 6 hours; comedy (other than variety shows), 2½ hours; variety shows, 6½ hours; music, 4½ hours; dramatic shows, 6½ hours; "Tabloid", 3 hours; news, 2 hours; panel discussions, 1½ hours; educational programs, 3¼ hours; and religious programs, none.

Of these totals, only 12¼ hours could be called, by any stretch of a Parliamentarian's imagination, cultural (in the generally accepted meaning of the word), even including 6½ hours of TV plays, which range from trashy to excellent each week. Of the 12¼ hours, at least 7 hours were imported from the private networks in the U.S.

The programs listed under Music were made up of the piano playing of Liberace, "Jazz With Jackson", an abortion from Montreal called "Night Cap", an abortion from Toronto called "Music Hall", and a one-hour CBC presentation of an opera, *The Consul*. Only the opera could be called "cultural". Nobody has, as yet, tried to label the Comedy shows cultural, but they can't be labelled Canadian either, for every one of them (2½ hours) was imported from the American networks. The Variety Shows included The Jackie Gleason Show, The Dave Garroway Show, Toast Of The Town, The Milton Berle Show, Big Revue, Holiday Ranch, and Show Time, of which the first four were American importations. The Panel Discussions plus the Educational Programs totalled 4¾ hours, of which 1½ hours were received from the United States, including the Ford Foundation's "Excursion" and "Adventure".

The American station that comes in best on my set, WBEN-TV in Buffalo, carries 1¼ hours of religious programs every Sunday morning, as against none by the CBC. It also carries the only "cultural" music, other than the occasional opera, that I get on TV—the Firestone Program, featuring the symphony orchestra of Howard Barlow. During the same week that the CBC station carried 4¾ hours of panel and educational shows, this privately-owned American station carried a total of 8 hours. I conclude from the above that the arguments of the government-control faction in television are specious and without basis in fact. For those who are fortunate enough to be geographically situated where they can tune in American television stations, their best bet, whether for entertainment, "culture" or education, is the American networks.

Paramount

ROY ROGERS: Cowboy films take up much of the viewing time.

•

By St. Margaret's Bay

Even so, the sea
Comes in at St. Margaret's Bay,
Leaping in gold, cold flame under the sun,
And running ever shoreward to this place
Where, idly, on an August afternoon,
Hands undirected moving in the sands,
I built an altar, to what god I know not.

Builded an altar of tide-tumbled pebbles,
Of white sand filtering between warm fingers;
With altar-cloths of seaweed, neon-hued,
Draping grey stones and shifting sands;
Dark cerements of seaweed, neon-hued.

—To god of sea, and sun, and sand;
Of running tide, and tideless depth,
And winds that brush the waters; and of gulls,
Knifing the air with wings, and with their cries,
Heard between beating of waves, from beyond the point.

GOODRIDGE MACDONALD

Kosmos

(For Michael Lekakis, Sculptor)

A man opened his eyes one day, and the sun blew
over his wet eyeballs a colored flower,
kosmos of combed fields
and valleys where cattle grazed.
The hills folded in equations, the streams
bubbled mathematically to the sea; even the sea
strident, went silent,
counted to ten and reined in,
and thunder gulped its peal.
What memory
of pain he then denied, or shut an eye to,
or reconciled,
to make that intellectual gain!
Maybe he mastered himself just then; or maybe
it was the blue Mediterranean dazed him
to think death is gay.
Yet he found everything to praise.
God rose on the face of the waters on that day
and smiled, his first recognition to clay.

LOUIS DUDEK

happy choice in BERMUDA

THE Castle Harbour

HOTEL . . . Golf, Beach and Yacht Club

Bermuda's largest seaside resort, 180-acre estate . . . largest private beach, pool, all sports . . . adjoins championship Mid-Ocean golf course . . . 300 outside rooms with sweeping views . . . shops.

Richard M. Toohill, Gen. Mgr.

Beautiful color folders are available

See your Travel Agent or

William P. Wolfe Organization, Rep.

Dept. SN, 92 Adelaide Street West, Toronto

Also New York, Boston, Phila., Cleveland & Chi.

BOTTLED IN SCOTLAND

Ballantine's

FINEST

SCOTCH WHISKY

The whisky that made "Scotch" a tradition

IDENTIFIED FOR OVER A CENTURY BY THE FAMILIAR SQUARE PACKAGE BEARING THIS SIGNATURE

George Ballantine & Son Limited

DISTILLERS

GLASGOW SCOTLAND

ESTABLISHED 1827

Mothers, when Dressmaking choose 'Viyella'

"WASH AS WOOL... IF IT SHRINKS WE REPLACE"

For yourself and children of every age, you can make smart looking clothes of 'Viyella' —in authentic tartans, checks, prints, or plain shades. For blouses, skirts, dresses, pyjamas, play-suits or school uniforms nothing wears and washes like 'Viyella'. There is nothing to equal the dressmaking possibilities of 'Viyella' —the amazing fabric with the amazing guarantee—"Wash as Wool—if it Shrinks we replace". 'Viyella' is entirely British made—spun, woven, and finished in Great Britain by William Hollins & Company Ltd. since 1784

V-25

'Viyella' Flannel is sold at all leading stores. (Lux Tested)

WILLIAM HOLLINS & COMPANY LTD.

266 KING ST W TORONTO ONT

CRUISE with CUNARD!

You will have the time of your life cruising with CUNARD *this year. Come aboard the "CARONIA" or "MAURETANIA" and sail in luxury to many of the world's most colorful ports.*

SUNSHINE CRUISES

New York to the West Indies and South America

RMS "MAURETANIA"

March 11—14 days—$385 up
March 27—15 days—$385 up

Two Incomparable, Sun-Drenched Cruises to many of the world's most romantic, colorful ports!

NORTH CAPE CRUISE

Sailing July 3, 1954
from New York to romantic Scandinavian lands
37 memorable days
17 intriguing ports—
7 picturesque countries
RMS "CARONIA"
$975 up

EUROPEAN SPRING CRUISE

Sailing May 11, 1954
from New York to Europe in the Spring!
40 unforgettable days!
13 historic countries—15 ports
RMS "CARONIA"
As Low as $975

MEDITERRANEAN AUTUMN CRUISE

Sailing September 25, 1954
from New York to the Mediterranean in the Fall
45 exciting days!
14 countries—16 ports
RMS "CARONIA"
As Low as $975

See Your Local Travel Agent—No One Can Serve You Better

Cunard Line

Head Office: 230 Hospital Street, Montreal

Branches at: Halifax • Saint John • Quebec • Toronto • Winnipeg • Edmonton • Vancouver

Lighter Side

Correspondence With Brazil

By Mary Lowrey Ross

RECENTLY I have been receiving large quantities of mail from Brazil. It consists largely of pamphlets and magazines dealing with Brazilian art, literature, painting, and architecture, as well as banking, social service in industry, and sport ("Brésil, l'Empire du Football").

Not a word so far, however, about coffee (Brésil, l'Empire du café).

The information is highly informative and has kept me reading for days. I don't know who can be sending it, since my sole contact with Brazil took place many years ago when a training ship of Brazilian naval officers arrived in our local harbor and a group from the press went aboard for a visit. Our Brazilian hosts were handsome young men with flashing eyes and teeth, they were lavish with champagne, and everyone had a fine time. By next morning the training ship had vanished from the harbor and we never saw our visitors again. It hardly seems likely that one of them would be sending me back information about Brazil at this late date. It is more probable that the current coffee situation is troubling some Brazilian who is forwarding a stream of stimulating printed matter as a sort of coffee substitute to the customers in Canada.

In case there are Brazilians as uninformed about Canada as I was till recently about Brazil, I am draughting an open letter to my correspondent in South America. It runs something like this:

Dear Sir:

I was deeply interested in reading about social, literary, artistic and industrial conditions in your country and feel that the least I can do in reply is to forward some information about Canada.

In Canada we, too, are interested in art, literature, music, painting and football. We are also great consumers of coffee.

It is not true, as sometimes reported, that Canadians, as members of the British Commonwealth, are a nation of tea-drinkers. Tea is still drunk by recent arrivals in this country from the British Isles, and by sturdy descendants of United Empire Loyalist stock. The rest of us drink coffee.

Perhaps you would be interested in hearing about the Ten O'Clock Coffee Break which is now an established institution in most Canadian industries. Our heads of industry realized that a cup of coffee in the morning kept the worker alert and happy. They also discovered that if the coffee wasn't supplied the worker would probably go out and get it for herself and stay away most of the morning. So the Ten O'Clock Coffee Break was established, with coffee provided by the management. This was practicable when coffee could be supplied for five cents a cup, give or take a couple of cents. With the recent unprecedented climb in prices, this service will probably have to be diluted or cut off completely.

In the pamphlet entitled "Service Social de l'Industrie", I read the statement, "Les Chefs d'enterprise Brésiliens tendent les mains à leurs ouvriers". Surely, then, your country would hesitate to strike down the hand of a Canadian chef d'enterprise when it was extending to the Canadian worker a five-cent cup of coffee!

What is true of the Canadian worker is also true of the Canadian housewife. You may be interested to learn that the matutinal cry of the Canadian housewife is "Until I've had my cup of coffee I'm not fit to live with". Usually the morning cup —or three or four cups— will last her till the Ten O'Clock Break, when coffee is served again. This often goes on till night, when she changes to her vesper routine: "If I take a cup of coffee I won't sleep a wink". She usually takes it just the same, and sleeps like a top.

In our country we use coffee to wake us up, to put us to sleep, to promote sociability, to soothe relations between management and labor, and to dip our nylons. We like our coffee hot, fresh, strong and often.

To be quite frank, some of us *aren't* impressed with that story about the coffee crop suffering from frost-bite. We live in a rigorous climate; consequently we don't take frost-bite very seriously. Besides, Brazil looks on the map to be almost as large as the United States. Did the whole of Brazil suffer from frost-bite?

I note that one of your pamphlets describes the Brazilian as a man "deeply intent on discovering the realities of his country. . . He ferrets out the truth about Brazil with an eagerness and pertinacity that fill the foreigner with amazement."

Do you think you could get this particular Brazilian to dig down into the facts about that frost-bite, and the coffee situation in general?

As it is, a good many Canadians insist that frost-bite had nothing to do with the rise in coffee prices, which, they say, are being artificially manipulated (an ugly little eleven-letter word meaning hoisted). Could you possibly get this misunderstanding cleared up in time for your next publicity release?

With sincere good wishes.

Ottawa Letter

Discontent Among the Liberal Members

By John A. Stevenson

THE HOUSE OF COMMONS has been plodding along with its business and Mr. Howe, who is leading it in the absence of the Prime Minister, has been making no attempt to force its pace. There is, however, an epidemic of restlessness, which falls short of being a mutinous insurgency, among the rank and file of the Liberal party. Many of them feel that Ministers treat them as so many complaisant vassals, and that the Ministers produce legislation and commit the party to policies without consulting their followers and seeking the benefit of the information which the latter could give about sentiment in the country. They think that the Cabinet scorns the notion that it is the executive committee of the Liberal party and believes that any contribution which lesser parliamentary mortals could offer would be negligible.

These malcontent Liberals feel particularly aggrieved about the bill which decrees higher postal rates. For one thing, they think that the timing of its introduction, which followed closely upon the bill providing for a large increase in the remuneration of members of Parliament, was a bad tactical error because a public highly critical of the raising of parliamentary salaries was bound to have its irritation stimulated by the rise in the cost of postage. They also felt that the handling of the postal bill in the Commons by the Postmaster-General and his allies was inept and gave the opposition too many openings to assail it as unfair and dishonest. In the two final divisions on the bill, about 30 Liberal members signified their distaste for it by abstaining from voting.

Apart from this discontent, the overwhelming majority of the Government, which places it beyond danger of defeat, makes many Liberal members feel absolved from the duty of regular attendance at sessions and large contingents of members from Ontario and Quebec habitually vanish from Ottawa for long week-end sojourns at their homes. At the last parliamentary caucus of the Liberal party, Mr. Howe saw fit to administer a well deserved rebuke to the prevalent slackness of attendance and peevish murmurings.

The truly unhappy party in the new Parliament, however, is Social Credit, most of whose members sense that it is being placed in a ridiculous light by the extraordinary antics of their colleague, John Blackmore (Lethbridge), who has constituted himself the devoted champion in Canada of the ineffable Senator McCarthy and has sponsored the preposterous proposal that a special Royal Commission be appointed to ferret out the subversive machinations of the Communists who are bedevilling our whole administration. Nor has the prestige of this party been enhanced by the silly performance of the Social Credit Ministry of British Columbia, in giving vent to the party's traditional dislike of international organizations of all kinds by banning from circulation in the province's schools literature of Canada's UN Association.

The speeches of all the Social Credit members except the irrepressible Mr. Blackmore have usually been couched in the subdued key which is the mark of an inferiority complex, and as critics of Governmental policies they have been feeble and insignificant. In 1943, at the previous revision of the Bank Act, they were in the national limelight for a time, when they staged a vigorous frontal attack upon the banking system not merely of Canada but of the whole world and rang the changes upon the merits of their pet panacea for the financial and economic troubles of mankind. But so far in the sessions of the banking and commerce committee, which is examining the workings of the Bank Act with a view to its revision, the Social Crediters sitting on it have been, in the Biblical phrase, "roaring like sucking doves" in such critical observations as they have offered.

HOWARD GREEN (PC, Vancouver-Quadra), securing a special adjournment of the House of Commons on February 15, initiated a profitable debate on the problem of unemployment. All the speakers from the opposition benches held to the line that, at least in their localities, unemployment had reached such serious dimensions that the Government was guilty of a culpable apathy in failing to take special measures for the alleviation

—CP

HOWARD GREEN: Started debate.

Craven 'A' are supreme in their quality..

How richly Craven 'A' deserve the fame they enjoy all over the world! So cool to the tongue and kind to the throat, they are completely and delightfully satisfying. Unapproached in their supreme quality, Craven 'A' are made from the world's costliest tobaccos.

CRAVEN PLAIN
without cork tip —
same fine quality as Craven 'A'

Craven 'A'

will not affect the throat

The largest selling cork-tip cigarette in the world.

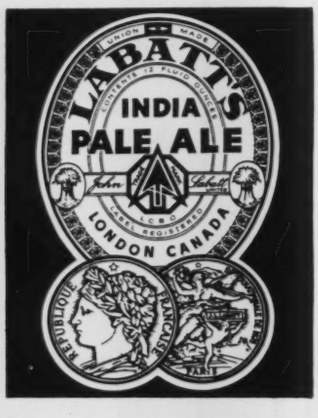
Clarkson, Gordon & Co.

CHARTERED ACCOUNTANTS

Toronto · Montreal · Hamilton · London
Winnipeg · Regina · Calgary · Vancouver

The ALE of a MAN'S dreams

A dream for a MAN—like the dream we all have of an ale that's as mellow and tangy, zestful and satisfying as ales used to be. But pardner, why dream! Labatt's* India Pale Ale brings you that old-time goodness missing from most ales nowadays. Taste it . . . see if I.P.A. isn't the MAN'S drink *you've* been dreaming about. Enjoy it today—at home or in your favourite tavern or hotel. John Labatt Limited.



The swing is definitely to

LABATT'S

In Tucson ARIZONA
WORLD FAMOUS HOTEL
SANTA RITA
Offers You EVERYTHING!
• Sunshine • Mountains • Riding • Tennis • Swimming • Golf and . . . the Most Wonderful Vacation You've Ever Had!
See Travel Agent or write H. O'brien, Mgr.
Santa Rita Hotel, Tucson, Arizona, U. S. A.

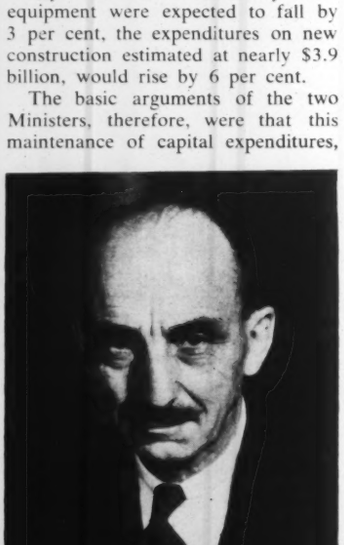
of the hardships created by it. Some Liberals concurred in their diagnosis, but refuted the charge of apathy. The proposal of the Progressive Conservative amendment for the appointment of a special committee to study the problem and suggest remedial measures did not satisfy the CCF, who through Clarence Gillis (Cape Breton South), moved a sub-amendment demanding immediate action.

The two chief defenders of the Government, Mr. Howe and Mr. Gregg, while admitting that there was room for some anxiety about the situation, deprecated strongly any alarmist attitude and talk about a "national catastrophe". Arguing that a large part of the current employment was due to temporary seasonal layoffs and what is styled "frictional" unemployment (that is, created by labor disputes and a desire of workers to change jobs), they professed serene confidence that underlying factors conducive to a continuance of prosperity were still operating effectively as safeguards against a serious slump; the arrival of spring and the general resumption of outdoor work, they said, would start a recovery that would soon reduce unemployment.

There was a curious discrepancy in two sets of official data about the number of unemployed towards the end of January, which Mr. Gregg cited; the opposition naturally fastened upon the higher figure, 524,000, while the Liberals insisted that the lower figure of 280,000 was the true estimate.

Mr. Howe laid particular stress upon a survey of the program of capital expenditures planned for 1954, which departments of the Government combine to make at the start of each year. He claimed it indicated that these expenditures, which in recent years had been accounting for about 23 per cent of our gross national production, would reach a total of $5.8 billion, which would be 3 per cent above the previous high record established in 1953, and that, while outlays on new machinery and equipment were expected to fall by 3 per cent, the expenditures on new construction estimated at nearly $3.9 billion, would rise by 6 per cent.

The basic arguments of the two Ministers, therefore, were that this maintenance of capital expenditures, the heavy outlays on defence, the expanded housing program and the buttresses of purchasing power provided by family allowances and other items of the social security program, were adequate guarantees against the emergence of a real depression.



—CP

LABOR MINISTER GREGG.

In an excellent maiden speech, A. J. MacEachen, a Liberal, who represents Inverness-Richmond, NS, while he was not critical of the Government's policy, warned Mr. Howe that capital expenditure was sometimes a two-edged sword in regard to employment. He pointed out that between 150 and 200 workers are at present employed upon the construction of the new causeway over the Straits of Canso; its completion would eliminate the present ferry service across the Straits and deprive permanently at least two hundred workers in three communities of their present means of livelihood. So this particular capital expenditure would diminish employment instead of increasing it. If Mr. MacEachen, who is on leave from St. Francis Xavier University, where he teaches economics, lives up to the promise of his first speech, he may well prove a very valuable recruit to the Liberal party.

The impression left by the debate was that, apart from the ominous shrinkage of our export trade, the current difficulties of four segments of our national economy, the textile, farm implement, coal mining and fishing industries, were the chief factors in the present scale of unemployment. But even a recovery of prosperity for these depressed industries might not suffice to prevent a serious volume of unemployment in Canada. In many of the huge plants now being constructed in Canada, comparatively little human labor will be employed, because machinery will do so much of the work and machinery, after its construction, generates no more purchasing power. Since the size of our population sets definite limits upon domestic consumption, a large expansion of our export trade is essential for profitable returns for our ambitious program of capital investment. If it cannot be achieved because many of our exporting interests have "priced" themselves out of foreign markets, as various speakers pointed out during the debate, then serious trouble for our whole economy may lie ahead.

The hearings of the Banking and Commerce committee of the Commons, which is tackling the decennial revision of the Bank Act, have so far been quite tranquil. The members of the CCF and the Social Credit parties who are on the committee, obviously do not regard the chartered banks as perfect institutions, but they are no longer in the mood of militant hostility manifested at the time of the last two revisions. Two admirable spokesmen of the banking fraternity, Graham Towers, the Governor of the Bank of Canada, and T. H. Atkinson, general manager of the Royal Bank, and President of the Canadian Bankers' Association, have in their appearances as witnesses contributed to a harmonious examination of the problems involved by their frank and lucid explanations of banking policies.

By Appointment
Scotch Whisky Distillers
to the late King George VI
W. M. Sanderson & Son, Ltd., Leith

'Quality Tells'

VAT 69

Finest
SCOTCH WHISKY
BOTTLED IN SCOTLAND

One Key
Two Doors . . .

Advertisers have found the one key that opens two doors to successful sales . . . the door to Canada's finest *homes* and the door to the men of decision in *industry, commerce* and *finance*.

The one key to both these doors is Saturday Night . . . Canada's most respected journal of informed comment.

Use this key . . . and open the two doors to successful sales for your product or service.

Saturday Night

Sports

Let's Play Canadian *Football!*

By Jim Coleman

THE ONLY PERSONS who can lose football's guerrilla war, which is being waged fretfully these days, are the native Canadian linemen and backfielders who comprise more than 75 per cent of the able-bodied combatants on this side of the border. Any certified public accountant can produce figures to show that, ultimately, the Canadian players are going to be wounded grievously in the region of the pocket-book—and that's where it hurts.

Each of the nine senior football teams currently operating in Canada can sustain an annual budget of approximately $250,000. This budget is limited by the size of the stadia and the obvious fact that the loyal customers can't be expected to absorb too many more increases in the price of tickets.

So, if a Canadian team pays a hypothetical $40,000 per year to lure four highly-publicized ball-carriers from the United States, Joe Canuck is going to be the patsy. The club must keep within its salary-budget and this can be accomplished only by filling the bench with 25 or 30 strong-backed Canadians who can hardly expect to receive an average of better than $3,000 per head.

By the same token, the only winners in this guerrilla warfare will be the graduating American collegians. American professional teams, faced by competing offers from Canada, have been forced to pay $10,000 and $12,000 per year for untried collegians who, in the past, probably would have been lucky to get $7,000 or $8,000.

So far, this has been a senseless war of attrition which has destroyed thousands of acres of pulpwood, in the form of newsprint, and has failed to produce a single General of distinction.

Oops—I almost overlooked George Preston Marshall, the owner of the Washington Redskins in the National Football League.

Mr. Marshall, who has made an outstanding success of operating a steam laundry in Washington, appointed himself spokesman for American football. There may have been better American propagandists than Mr. Marshall but none funnier. George, whose friends refer to him affectionately as "Wet-Wash", long has been one of America's outstanding unconscious humorists in the field of sports.

When word of the international football skirmishing was brought to him, George Preston Marshall snorted as he withdrew his head from a tub of laundry. Wiping his suds-soaked hands on his apron, he issued one of his customary communiques.

Toronto Star

BOB SNYDER: Surprised.

"I am not surprised at the whole thing," he exclaimed judiciously. "The British Empire has dragged us into wars before this and it doesn't shock me that they've got us into another."

To the tumultuous applause of the members of his staff in the ironing-room, George hurled another gallon of detergent into the wash-vats and turned to more important duties.

Mr. Marshall's knowledge of international affairs is refreshingly vague. For one thing, he suffers from the delusion that Canada is situated somewhere in Europe. A year ago, he proposed that the United States should immediately suspend Lend-Lease payments to Canada. Before his slight error could be pointed out to him, George complained that "Lend-Lease payments are enabling Canadians to use the money to hire American football players".

Faced by such an articulate and profound commander as George Preston Marshall, Canadian football men should realize that there is no point in continuing this unequal struggle.

The only other American football spokesman to whom Canadians have been exposed repeatedly is Bert Bell, the president of the National Football League. Mr. Bell isn't quite as funny as Mr. Marshall but he's considerably louder.

Few Canadians had seen Mr. Bell in the considerable flesh until the final 1953 game between the Detroit Lions and the Cleveland Browns was televised. Mr. Bell appeared before the cameras at half-time and many members of the audience were made uncomfortable by the fact that he sounded like a cross between the late

Our new 68 page

CATALOGUE

for 1954 is now ready

In addition to the hundreds of better known varieties, many new ones are listed with descriptions and illustrations, many in colour.

EVERGREENS
for Foundation Planting, Lawn Specimens and Hedges.

SHRUBS
for display of bloom, coloured foliage and berry effects.

TREES for shade. **DWARF TREES** for lawn specimens.

PERENNIALS
All the old favourites, with many new varieties.

ROSES
A long list of well known varieties and others of recent introduction including the All-America Award Winners for 1954:—Mojave, a fine apricot-orange hybrid tea; and floribunda, Lilibet, with clusters of dawn pink flowers.

Send for your copy, mailed free on request.

A LANDSCAPE SERVICE

THE SHERIDAN NURSERIES LIMITED

HEAD OFFICE:
4 St. Thomas St., Toronto 5.
SALES STATIONS:
2827 Yonge St. (at Strathgowan) Toronto
Lakeshore No. 2 Highway at Clarkson, Ont.
5975 Cote des Neiges Rd., Montreal, P.Q.

For Convenience Safety and Economy

There, in the big Allied van, go the household possessions of a very particular and thrifty family to some far-off home. *"Particular"* because they obviously cherish their possessions too much to entrust the moving to anyone but ALLIED, and *"thrifty"* because they know this convenient door-to-door system of moving is most economical.

CALL CANADA'S MASTER MOVERS

S3-4

ALLIED VAN LINES LTD.

Agents in all principal cities . . . see your telephone directory

CHURCH WALLS

WASHED CLEANED RENOVATED OR REDECORATED

For over 45 years we have studied, developed and scientifically applied wall renovating processes to restore every conceivable type of decorated surface and have successfully renovated thousands of homes and institutions at small cost. Telephone or write for prices, details and descriptive folder.

← Note before and after renovation.

INVESTIGATE BEFORE REDECORATING

WE RENOVATE BY SPECIAL PROCESSES

WALLPAPER . . . OF EVERY DESCRIPTION
PAINTED SURFACES . . . FLAT OR GLOSS
COTTONED CEILINGS . . . AND WALLS
BLENDED OR . . . TINTED SURFACES
ENAMELLED WALLS . . . AND WOODWORK
GLAZED OR . . . IVORY FINISHED WALLS

CHURCH . . . AND THEATRE DECORATIONS
STUCCO . . . AND CAENSTONE SURFACES
ACOUSTICAL SURFACES . . . ALL TYPES
LINCRUSTO . . . AND LEATHERETTE PAPERS
PAINTINGS MURALS ORNAMENTAL WORK
DECORATIONS OF EVERY DESCRIPTION

IN HOMES CHURCHES BUILDINGS

A. TEOLIS LIMITED

OFFICES & LABORATORIES, 4 COLLIER STREET, TORONTO, PHONE PRINCESS 1467

Senator Huey Long and the official comedian of a small-town service club making a presentation speech on Ladies' Night. To give Mr. Bell his due, it must be assumed that he didn't realize that he was being televised and merely thought that he was talking to a few of the boys in the back-room.

These, then, are the leaders of American professional football but they're more than a match for their rivals in Canadian football for the simple reason that Canadian football has no leadership.

Even the American espionage department has made the Canadian appear rather naive. Last year the Calgary Stampeders, subscribing to the fantastic but generally-accepted theory that every good Canadian team must be coached by an American, hired Bob Snyder, who had been booted out of a professional job in the United States. Snyder was a conspicuous flop in Calgary and the team finished the season in last place.

No one except Snyder was surprised when he was fired at the end of the season. "I'm surprised," said Snyder when the news of his dismissal was relayed to him in California, whither he had effected a strategic withdrawal. What the hell surprised him will remain one of those unsolved sports mysteries.

Jobless and discredited though he may have been in Canada, Snyder proved that he had performed superbly as a Fifth Columnist. Wearing the look of a disillusioned Boy Scout, he repeatedly toured the U.S., employing his dubious talents to warn clean-cut American boys against the perils of Canadian professional football. Snyder has denied the report.

Snyder told a harrowing story of clean-cut American boys being forced to perform on Canadian football fields when they were strapped together with adhesive tape and doped to the gills, according to the tales coming from south of the border, but he didn't explain why he had remained a silent witness to these sinister practices.

In any event, Snyder has done a magnificent job for the National Football League and should be rewarded by being placed in charge of the drying-room in George Preston Marshall's Washington laundry.

One of these days, some genius is going to discover that Canadian football is a game which can be coached by a Canadian. Of course, before that happens, the teams will have to decide to play Canadian football.

Canadian football has almost completely lost its identity. We have imported American coaches, American players and American techniques. We have discarded many good features of the Canadian game simply because the American coaches don't know how to make use of them. The average imported American coach ignores the Canadian rules and teaches the same stuff that he learned at Old Siwash and no mere Canadian football executive is rude enough to stand up to question the wisdom or propriety of such a system.

Some high-priced budding Rockne from the United States tells us that the T-Formation is The Thing, so Canadian teams meekly conform and play T-Formation football. The Americans tell us that the Two-Platoon system is The Thing, so Canadian teams play Two-Platoon football. The presence of the twelfth man in Canadian football confuses American coaches so they send him running towards the sidelines on 80 per cent of their plays. They even invented a name for this man—The Flanker. If they've heard of the on-side-kick, they've discarded it as hopelessly old-fashioned.

George Trafton, an American with some imagination, was the only recently-imported coach to make full use of his Canadian talent and Winnipeg rewarded him by firing him at the end of last season.

We don't need a football war in Canada—we need a revolution.

The Dominion of Canada
GENERAL
Insurance Company

Head Office — Toronto

REPORTS ANOTHER YEAR OF PROGRESS

1952		1953
$17,725,383	ASSETS	$19,849,037
14,142,352	RESERVES and all Other Liabilities	16,018,330
1,005,000	CONTINGENCY RESERVE	1,175,000
1,007,800	CAPITAL STOCK (Paid Up)	1,010,300
2,578,031	SURPLUS SECURITY (to Policyholders)	2,655,707

GENERAL INSURANCE

TOTAL INCOME - - - $5,416,267
Being an increase of $651,304

PAYMENTS TO AND FOR POLICYHOLDERS $2,314,356
Being an increase of $224,157

CLASSES OF INSURANCE WRITTEN
Automobile, Fire, Accident and Sickness, Burglary, Liability, Personal Property, Plate Glass, Guarantee Bonds.

LIFE INSURANCE

TOTAL INCOME - - - $1,835,115
Being an increase of $188,413

PAYMENTS TO AND FOR POLICYHOLDERS $498,001
Being an increase of $103,720

BUSINESS IN FORCE - $62,842,000
Being an increase of $5,604,000

PRESIDENT: H. S. GOODERHAM

VICE-PRESIDENT: D. G. ROSS

VICE-PRESIDENT: L. M. KEACHIE, C.B.E., Q.C.

DIRECTORS:

H. R. JACKMAN, L. G. GILLETT, L. M. SAVAGE, J. P. NICOLLS, BRIGADIER W. MAVOR, C.B.E., M.C., R. W. DAVIES

GENERAL MANAGERS:

L. L. ROOKE, General Insurance

J. E. WHITE, Life Insurance

BRANCHES:

Montreal, Ottawa, Hamilton, London, Winnipeg, Calgary, Vancouver, Kingston (Jamaica), Port of Spain (Trinidad)

Books

A Kingdom of This World

By Robertson Davies

ON THE 25TH OF JANUARY last, Somerset Maugham was eighty. It is a very good thing for an author to live to a ripe old age if he can possibly manage it, for the years will bring him celebrity of a kind; even Meredith was forgiven for his difficult style when he was old and embittered by neglect. Mr. Maugham has certainly not been neglected; for perhaps forty years he has been one of the most popular and one of the wealthiest of living writers. His is unquestionably a kingdom of this world. But during the last ten years there has been a strong move to give him a crown of a different sort; it has been asserted quite widely that he is an important figure in the literature of our time.

Miller Services

SOMERSET MAUGHAM

Mr. Maugham has never made any bid for this sort of celebrity himself. He calls himself a teller of tales, and he has suggested here and there that he thinks he tells tales pretty well. But he has never claimed to be a philosopher, or a poet, or a prophet, or anything of that sort. It is his admirers who have made the great claims on his behalf. Perhaps they have claimed rather too much, and have done their idol harm thereby.

The English house of Heinemann has for two years been bringing out a selection of Maugham's work, separate from the Collected Edition, which has been in existence for some time. Eighteen of his plays are available in three volumes, all of his short stories may be had in three more, and I have just finished going through three further volumes which contain nine of his better novels. I had read all but one of them before, and I was pleased to read it and brush up on the others, with this new figure—Grand Old Maugham—in the back of my mind. But I do not find him to be Grand Old Maugham nearly so much as Modest Old Maugham or, if you choose, Foxy Old Maugham.

Let me make it clear at once that I cannot be one of those schoolmaster-critics who passes judgments on his betters, bidding Master Joyce Cary to come to the head of the class when he has turned in a good exercise, telling Master Aldous Huxley to spend less time on his Scripture Study, praising Master Ernest Hemingway for his neat composition on deep-sea fishing, and banishing Master Somerset Maugham to the foot of the class because he is counting his pocket money instead of reading the Book of Life. I wish all such critics most heartily in hell. If I have any critical faculty at all, it is as an appreciator of writing, and I cannot be ungrateful to anybody who has ever given me pleasure, even if that pleasure is not very strong or lasting. And thus I cannot brush Maugham aside, for I have found pleasure in reading almost everything that he has written—the first time I read it. But I do not want to read his things again.

The nine novels which I have been looking through during the past week revealed something to me which shocked me, for I had passively accepted the popular judgment that Maugham is a master in the manipulation of plot. As I said, one of these novels (*Theatre*) was new to me, and the others I was re-reading; I had never re-read a Maugham novel before. I enjoyed *Theatre*, thin though it is, and thought the plot deftly handled. But the others, in which the plot was a twice-told tale to me, seemed to be full of obvious devices, unjustified changes of attitude on the part of principal characters, and the Long Arm of Coincidence had the sinuous virtuosity of an elephant's trunk. Mr. Maugham says, over and over again, in his writings, that you can never tell what people are likely to do next, and that human kind is full of surprises. True; but the artist must not imitate life too closely in this matter; Fate may push people around like checkers, and red men may become white kings when they reach the other side of the board, but the artist must be more circumspect. Mr. Maugham tells a story so smoothly that the first time we hear it we will swallow his manipulations, but on a second reading we are not so gullible. That dexterity makes him a clever writer, but that fault prevents him forever from being a great one.

I do not see how he can be called a great or even an important writer, but he is certainly a writer who knows how to lay out his capital of talent to the best possible commercial use. He made one move toward greatness in 1915 with *Of Human Bondage*; in that book we seem to hear a man speak

The Prince Regent was as fond of archery and other sports as he was of luxurious entertainment.

For Princely Refreshment, ask for Prince Regent— the finest product of Canada's Oldest Distillery.

GOODERHAM & WORTS LIMITED

This year savor the flavor of France—there is no other place on earth like it! Enjoy the heady feeling of discovering incomparable Paris—marvel at monuments and museums, chateaux and cathedrals—gypsy through the provinces from the pastoral loveliness of Normandy to the rugged mountain peaks of the Pyrenees—and everywhere you go enjoy food and wine fit for a king! See your travel agent for details—for booklets and maps, write:

FRENCH GOVERNMENT TOURIST OFFICE

1170 DRUMMOND STREET, MONTREAL, P. Q.

KEEP YOUR RED CROSS *Ready!*

For so long as there is human suffering then so long does the Charter of the Red Cross require to be honoured by the work of mercy. You know the need, and how great it is. Please help generously.

$5,422,850 is needed this year

from his heart, and his detailed exploration of the ignominy and bitterness of a misplaced love is very fine; elsewhere he is the teller of tales, who speaks from his head. It is a clever head, and a cool head, but it offers us no very original view of life. And perhaps that is the secret of Maugham's success; he entertains his readers, but he never disturbs them.

But what of the celebrated Maugham cynicism, you may say. That cynicism is extremely superficial. Mr. Maugham is no more cynical than most people who have seen a good deal of life and have met a wide range of people, but he has taken care to express his well-controlled enthusiasm for mankind in a very amusing fashion. He has nothing of the savage indignation of a great cynic, for great cynics are men who have a high ideal of humanity, and are bitter because humanity does not meet their demands. It is more correct to call him worldly-wise than cynical. The cynical writer may end his outbursts in tears; we find no tears in Maugham.

Indeed, we never find any very strong emotion in Maugham or any wisdom which would cause surprise at a bridge-table or a dinner-party. He is the Middlebrow's ideal of a man of intellect. In a great writer we must have either great feeling from the heart, or great wisdom from the head. And, if he can manage it, we like the great writer to give us a style of individual quality to which we can respond. Maugham is curiously without individuality of style; has anyone ever been able to parody Maugham? Does any beginner who takes Maugham as his model find that he can, after faithful practice, write like his master? In his first novel, *Liza of Lambeth* (1897) he seems to be struggling toward a style which would carry emotion to the reader, and there are promising flashes of it, but he soon gave that up.

It is tempting to say that if Maugham had wished to do so, and had sacrificed much of his later popular success, the promise which we see in *Liza* and the exciting partial fulfillment which we find in *Of Human Bondage* would have carried him on to true greatness. But it is not for critics to talk so foolishly. Mr. Maugham chose deliberately to be a teller of tales, and in that character he must be judged. I do not think that he deserves the adulation of his immoderate admirers, nor do I feel that he deserves the terrible cudgelling that Edmund Wilson gives him in *The Apotheosis of Somerset Maugham*, where he is summed up as "a half-trashy novelist, who writes badly, but is patronized by half-serious readers, who do not care much about writing". I feel, rather, that he deserves precisely what life has given him, and what the future has in store for him.

Maugham's idol among writers of short stories was Rudyard Kipling. It is easy to see where he fell short of his master's mark, for Kipling, with all the coarse strenuosity of imagination which makes his work hard going for anyone with a sense of humor, had nevertheless powerful emotion at his command, a style which was unmistakably his own and finely shaped to his special use, and an insight which occasionally gives him the stature of a minor prophet. Maugham has none of these things, and if there are tellers of tales in the bazaars of Heaven, his rug will be thrown down at a respectful distance from that of Kipling. His is a kingdom of this world, not of the life everlasting which awaits the great writer: we know that he has enjoyed his commercial success very much, and which of us who has enjoyed his work would grudge him that?

THE SELECTED NOVELS OF SOMERSET MAUGHAM, in 3 vols.—*British Books*—$3.50 per vol.

In Brief

THE LANGUAGES OF CRITICISM AND THE STRUCTURE OF POETRY: The Alexander Lectures 1951-2—by R. S. Crane—pp. 194, notes and index — *University of Toronto Press* — $5.50.

The Battle of the Books in its mid-twentieth-century phase is a ding-dong battle of the critics. The period since World War One has seen a newly sensitive and illuminating criticism, pre-occupied with meaning, lapse at one extreme into the arithmetical tabulation of the subject-matter of imagery and at the other extreme into orgies of symbolic fantasy. For twenty years the odds have been on those critics who assume that criticism *really* began with Eliot and Richards, but there are now definite indications that the side of the Ancients has rallied to the extent of proposing some attractive compromises.

Mr. Crane's book is one of these. In a masterly discourse, he re-interprets Aristotle's critical language as a means of breaking the stalemate faced by present practical criticism which generally defines structure through meaning in terms of metaphor or myth.

Mr. Crane's premise is that literary criticism is not a single discipline, and that the "new criticism", by confining itself largely to that aspect of the tradition which deals with poetry as a distinctive language, has become too narrowly dogmatic. His conclusion is that the most essential cause of poetic structure, "the artist's intuition of a form capable of directing whatever he does with his materials in a certain work", should be "a first principle in the practical criticism" of the artist's works, and a focal point for the numerous necessary languages of criticism.

This exacting book will stir no critical tempests, but it is certain to cause a good deal of quiet reassessment.

THE ACHIEVEMENT OF D. H. LAWRENCE: Selected Essays—Edited and with an introduction by Frederick J. Hoffman and Harry T. Moore — pp. 290, check list — *Burns & MacEachern*—$5.00.

One of Lawrence's critics goes so far as to divide this literary age between Lawrence and Eliot, so powerful has been the influence of each and so essential their basic conflict. But Lawrence, who had, as E. M. Forster observed, offended both Mrs. Grundy and Aspasia, could not hope for good obituary notices or the early stamp of academic respectability.

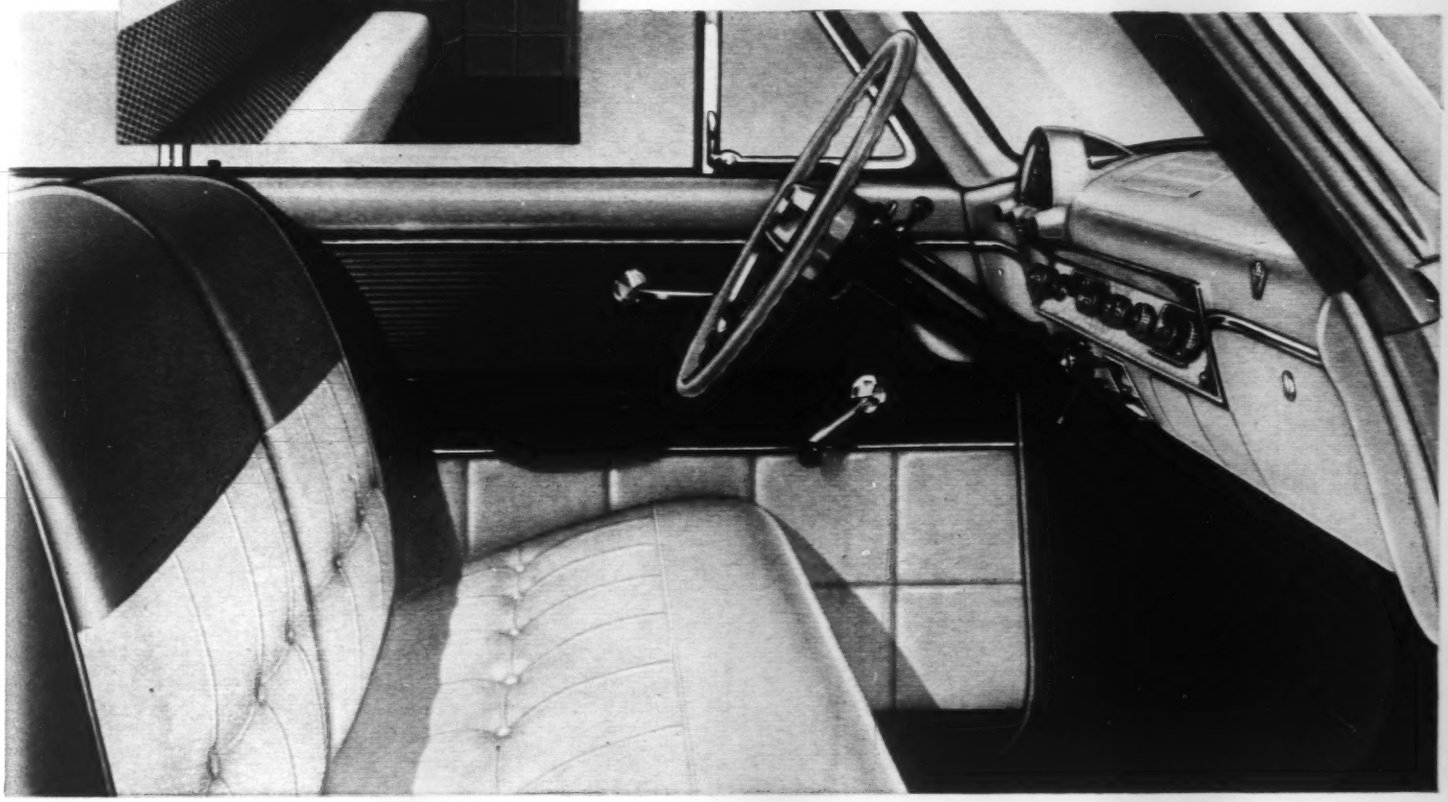
In the twenty-four years since his death, criticism of Lawrence has gen-

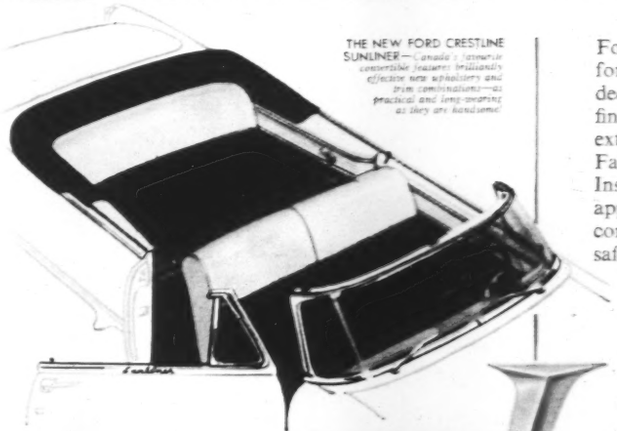
CONTINUED ON PAGE 18

AGAIN FORD SETS THE STYLE...

Luxurious beauty

INSIDE AND OUT





THE NEW FORD CRESTLINE SUNLINER—Canada's favourite convertible features brilliantly effective new upholstery and trim combinations—all practical and long-wearing as they are handsome!

Ford for '54 is the style-leader in its field—inside and out! New Ford interiors for 1954 offer a wider, more beautiful selection than ever of attractive, decorator-designed upholstery and trim combinations. Colourful new fabrics—fine broadcloths, vinyls and leathers, colour-keyed to lustrous baked enamel exterior finishes—cover the firmly sprung sofa-wide foam-rubber seats. Fabrics are long-wearing, perfectly tailored and beautiful to look at. Inside door trims are completely new in design, striking in appearance. The dramatic new Astra Dial Control Panel combines smooth, streamlined beauty with all the latest safety and convenience features.

THE '54 FORD CRESTLINE SKYLINER (a thrilling sensation of the year, with its transparent top of tinted Plexiglas that lets in the sun, keeps out heat and glare)

(Optional features illustrated or referred to available at extra cost on certain models)

FORD V-8

WORTH STILL MORE IN '54

Ford MONARCH YOUR FORD DEALER INVITES YOU TO *TEST-DRIVE* **FORD**

New Oxford Books

W. G. CONSTABLE

THE PAINTER'S WORKSHOP

The layman's enjoyment of great painting can be greatly enhanced by some understanding of the technical and aesthetic means by which the artist creates. Mr. Constable takes the reader into the painter's studio and discusses methods of painting from the Middle Ages to recent times. Illustrated, $4.50

ISAAC DEUTSCHER

THE PROPHET ARMED

TROTSKY 1879-1921

This book re-establishes historical truth about the most romantic, heroic, and tragic character of the Russian Revolution. Trotsky emerges in his real stature—in his strength and with all his weaknesses. $6.00

Forthcoming:

GILBERT HIGHET

MAN'S UNCONQUERABLE MIND

In this brilliant essay on the theme of man's right to knowledge and the freedom to use it, Mr. Highet answers some of the pressing questions of our time: What is freedom to learn? How far can censorship go? A stirring affirmation of faith in the human mind. $3.50

PAUL TILLICH

LOVE, POWER, AND JUSTICE

One of the outstanding religious thinkers of our generation undertakes a basic analysis of these three concepts, fundamental in the mutual relations of human beings, of social groups, and of man and God. $2.25

At all booksellers

OXFORD UNIVERSITY PRESS

480 University Avenue - Toronto 2, Ontario

Send for your **FREE** *copy today*

164 ILLUSTRATED PAGES
20 PAGES IN FULL COLOR

1954 SEED and NURSERY BOOK

The finest and largest Catalog we have ever issued, now 164 pages, all to help you enjoy the loveliest garden ever. Many fine new things like Bush Form Sweet Peas, a Miracle Flower that changes color every day, Salvias so early they flower in the seed flat, Miniature Glads, Giant Hybrid Begonias and Gloxinias, Baby Orchid, New Roses, Crimson King Maple, latest Hybrid Vegetables, Large Fruited Strawberries from seed, Nursery Stock, Bulbs, Houseplants, Garden Chemicals, Supplies, etc. Send today. 101W

DOMINION SEED HOUSE GEORGETOWN ONTARIO

THE **Casualty Company of Canada**

HEAD OFFICE - TORONTO

H. S. GOODERHAM, *President*

A. W. EASTMURE, *Managing Director*

AGENCY OPPORTUNITIES
IN SOME TERRITORIES THROUGHOUT CANADA

STUDY AT HOME FOR A DEGREE!

Wolsey Hall (est. 1894) can help you to obtain a fully recognized London University Degree, B.A., B.Sc., B.D., B.Sc. Econ. No lecture attendance required; only three (in some cases, two) exams. to pass. Over 17,000 Wolsey Hall students have passed London exams. Moderate fees, full individual tuition. Prospectus from Dept. OS.20.

WOLSEY HALL, HAMILTON, ONT.

BUY YOUR BOOKS FROM

BURNILL'S BOOKSHOP

100 YONGE ST., TORONTO

Mail Orders over $5.00 Postpaid

CONTINUED FROM PAGE 16

erally acknowledged what a few isolated critics had pointed out before: that Lawrence did not merely represent a phase of post-Victorian revolt; that several aspects of his work were truly original; and that Lawrence's writing paralleled in the realm of the emotions the explorations made by Proust and Joyce of the intellectual possibilities opened up by Freud. It also realized that Lawrence's theories were, in practice, less anti-intellectual than he asserted them to be.

The editors of this volume describe in detail the sequence of Lawrence criticism in all its moods before presenting their selection of the most distinguished writing about Lawrence. From these many conflicting opinions piquantly arranged emerges a vivid portrait of Lawrence as man and as artist.

THE LITTLE YELLOW HOUSE — by Jessie McEwen—pp. 249—*Ryerson*—$3.25.

The little yellow house, a wartime refuge in Copenhagen, became a symbol of sanctuary after the war to those who had met there. And all the Canadians in this book seek sanctuary from some sort of fear. All are refugees from war-born panic, family disgrace, or racial prejudice.

This is a profound theme which could make a powerful story, though here it does not. The author has interpreted her heavy subject in terms of a plot so contrived and flimsy that the effect is that of a cobweb used to support a stone. The web would have held better had the central character been strong enough to make the effect of his actions more credible, or had the style been sparer and stronger.

However, these are the shortcomings of a courageous and interesting attempt, still unusual in Canadian writing, to treat a theme of universal significance and wed it to a local background.

YOUNG VILLAIN WITH WINGS—by Rayne Kruger — pp. 334 — *Longmans, Green* — $2.50.

It is not surprising that Rayne Kruger, a South African novelist with a flair for psychological riddles, should attempt an imaginative reconstruction of the life of Thomas Chatterton, that juvenile poet whose brief, bitter career epitomized the literary tone of the third quarter of the eighteenth century.

Mr. Kruger, who has applied his psychology with restraint and delicacy, draws out of the shadows of St. Mary Redcliffe in Bristol a sombre tale of romantic genius and the history which engendered it.

I SAID TO MY WIFE—by Jean Duché, translated by Virginia Graham, illustrated by Nicolas Bentley — pp. 188 — *Ambassador Books*—$2.00.

Jean was a carefree bachelor until Juliette held out for marriage. Describing the first year of it, Jean serves up the old domestic chestnuts à la mode parisienne with a spice of Russian sauce. The fun (and it is real fun, dash of bitters and all), lies in his vigorous spoofing of matters usually treated as Solemn Subjects, especially matrimony.

M.A.H.

•

Chess Problem

By "Centaur"

NEARLY ALL of the direct mate problems in Alain White's two white Rook volumes are in three or four moves, with the three-movers in the majority. The others range upward to a thirteen-mover, and bridging a gap in "More White Rooks" we reach a brace of Dr. O. T. Blathy's marathon efforts, familiar for some years as Christmas fare with greetings. One takes 105 moves, with several hundred variations. Only the key-move is given!

Stepping up to four-movers in the class, we get greater fullness of strategy, and a little more profundity. In the light-weights this is especially noticeable. Alain White considered the following by M. Havel the most beautiful of all five piece miniatures:

White: K on QR8; Rs on KKt2 and KKt5. Black: K on KR8; B on KB1. Mate in four.

1.R-Q2, B-K2; 2.R-Kt5, B-B4 or Kt5; 3.RxB, etc. 1.R-Q2, B-Kt5; 2.R-Q7, B-K2 or Q3; 3.RxB, etc. 1.R-Q2, B-R3; 2.R-R5ch, K-Kt8; 3.RxB, etc. 1.R-Q2, B-Kt2; 2.R-Q1ch, K-R7; 3.RxB, etc.

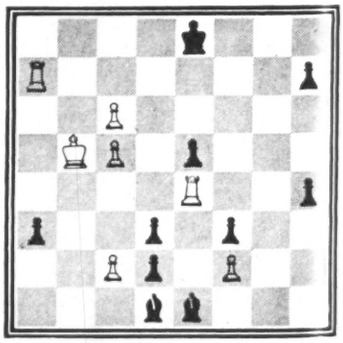
After the key-move we have the well-known "scissors formation" of the Rooks.

With a four-mover we can present a white Rook merry-go-round, in which theme the four corner squares are visited consecutively. We give an example by J. C. J. Wainwright:

White; K on QB3; Rs on QR1 and KKt5; Ps on QR2, QKt4, Q6, K5 and KKt2. Black: K on QR6; B on KR1; Ps on QN4, QB5, Q2 and K3. Mate in four.

1.R-R1, KxP; 2.RxB, K-Kt8; 3.R-R8, etc. 1.R-R1, B-B3; 2.PxB, P-K4; 3.R-Kt8, etc.

Problem No. 55, by O. Wurzburg
Black—Ten Pieces.



White—Seven Pieces.

White mates in three.

Solution of Problem No. 54.

1.R-QB3, threat; 2.RxPch, etc. 1.R-QB3, K-K5; 2.K-K6, etc. 1.R-QB3, Kt-B5; 2.RxKt, etc. 1.R-QB3, P-B5; 2.R-K3, etc.

BERMUDA'S Only OCEANSIDE HOTEL

You'll find good times in abundance at Bermuda's *complete* club resort. New tennis and badminton courts, completely equipped beach house, air-conditioned dining room and cocktail lounges, golf privileges, beautiful rooms, all with bath, and one of the finest beaches in the world!

E. R. Hetland, *Gen. Mgr.*

Elbow Beach Surf Club

See Your Travel Agent or Write Direct for Colour Folder

Films

Silence, Please!

By Mary Lowrey Ross

THE CONQUEST of Annapurna has the disadvantage of being overshadowed both in scale and timing, by the conquest of Mount Everest. The French exploit made its own stir in the world, however, particularly after the publication of the Annapurna story by Maurice Herzog, who led the expedition. We now have the film based on the Herzog narrative, and admirers of both mountain scenery and human stamina might do well to take a look at it.

Scenically *Annapurna* is as beautiful and terrifying as anything you are likely to see this side Mount Everest. As a study in human achievement, however, it is a little disappointing, at least in presentation. This is partly because far too much of the excitement and detail is left to the commentator, who makes the exploit a sort of solo effort of his own. The actual narrative belongs by right to the camera, and the constant nudge-in-the-ribs approach to danger, disaster, heartbreak and triumph can be far more exacerbating than stimulating. Then, too, the climax of the film is represented by a foggy figure at the top of Annapurna, against what appears to be a painted backdrop. After that, and the subsequent rescue of the two leaders, both adventurers and film make a long downhill descent, always with the voice of the narrator describing the perils and tortures of the homeward journey.

The perils and tortures are visible enough—the sway of filigree bridges over which the rescued are carried on the backs of porters, the horrifying close-ups of frost-blackened feet and hands, the racked faces of survivors, the long crescendo of falling cataracts. It seems to be a rigid convention of films of this sort, however, that the implicit must always be sacrificed to the explicit, the heartshaking sight to the supplementary and officious sound.

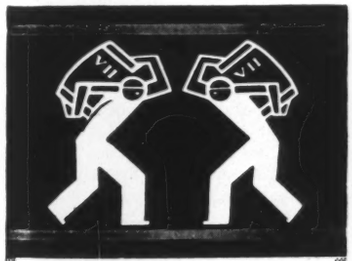
Alan Ladd is indestructible, and he occupies space, and this is probably the best that can be said of him as an actor. He needs all his indestructibility in *Botany Bay*. Shipped off to the Australian penal colony for highway robbery (actually he was only hijacking his own inheritance), he escapes from the convict ship, and is brought back and flogged at the order of the brutal captain (James Mason). On his second unsuccessful attempt, he is keel-hauled. Most victims of keel-hauling survive only one experience. Alan Ladd gets a double keel-hauling and comes through with nothing much worse than a bump on his forehead. In Australia he escapes again, is caught once more by the vigilant captain, and sentenced to be hanged. The Captain should have known better. Naturally he is the one who gets the native assegai in the chest, while Iron Man Ladd expressionlessly folds to his chest the beautiful and expressionless Miss Patricia Medina, against a perturbed Australian sunset.

Himalaya Pictures Corp.

ANNAPURNA: Too much talk.

In addition to the flogging and keel-haulings, the action includes a storm at sea, a catfight among the women prisoners, a stabbing and a number of deaths by violence. With all this going on *Botany Bay* still manages to be a dull picture, possibly because nobody's behavior makes much sense. Prisoner Ladd insists on indulging in his mania for escape in spite of the pardon waiting for him at the journey's end. The Captain's behavior is demoniac without much logical direction. ("I've never had an opportunity to see a keel-hauling," he says at one point, with the plaintiveness of a ten-year-old who had never been to a wiener-roast.)

Forever Female has to do with a middle-aging actress (Ginger Rogers), who wants to play a youthful role, a young actress (Pat Crowley), who wants the role herself, and a playwright (William Holden), who wants each of the ladies in turn, and is willing to reconstruct his play to accommodate either. Paul Douglas is also present, as the doggedly faithful ex-husband of Miss Rogers. It is an old fashioned situation — actually it dates back to J. M. Barrie—but it has been brightened up with lively dialogue and expert performances. Pat Crowley, a bouncing newcomer, makes a valiant effort to take the picture away from her elders but doesn't succeed. Ginger Rogers, William Holden and Paul Douglas have probably forgotten more about comedy-technique than little Miss Crowley, unless she quiets down, will ever learn.



JOHN JAMESON

★ ★ ★

WHISKEY

NOT A DROP IS SOLD TILL IT'S SEVEN YEARS OLD

Every drop is matured at least 7 YEARS in oak casks.

Try John Jameson with water or soda — in a Whiskey Sour — or an Old Fashioned.

"IT'S DELIGHTFULLY DIFFERENT"

NO OTHER GODS

. . . a compelling novel by a distinguished Canadian

Wilder Penfield

Director of the Montreal Neurological Institute

How Abraham sought for truth amid the splendour of the ancient city of Ur.

$3.95

Little, Brown & Company (Canada) Limited

10-54

A true story of

ADVENTURE...

Crocodile Fever

by Lawrence Earl

AUTHOR OF THE BATTLE OF BALTINGLASS YANGTSE INCIDENT

The astonishing adventures of Bryan Dempster, the only white man ever to hunt crocodiles for a living. $4.50

McCLELLAND & STEWART LIMITED

The Canadian Publishers

3-54

HANDY COIN WRAPPERS

It's easy to count money quickly and accurately with Tubular Coin Wrappers. All sizes. Your name imprinted, if desired. Write for samples.

NATIONAL PAPER GOODS LIMITED

HAMILTON • ONTARIO

Halifax • Montreal • Toronto • Winnipeg • Vancouver

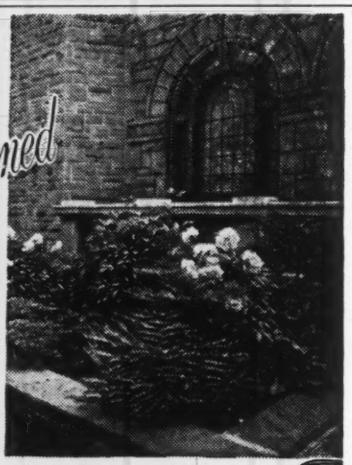
Purchasers and Distributors of Government, Municipal and Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND
ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.



FRED. W. MATTHEWS
CO. LTD.
FUNERAL DIRECTORS
665-9 SPADINA AVE. (NEAR BLOOR ST.)
KINGSDALE 2101-2102

SIMPSONS, LIMITED

COMMON SHARES

Dividend Notice

NOTICE is hereby given that a Dividend of twelve and one-half cents (12½c.) per share on the outstanding Common Shares of the Company has been declared payable March 15, 1954 to shareholders of record as at the close of business on February 19, 1954.

The transfer books will not be closed.

By order of the Board.

Frank Hay,
Secretary and Treasurer

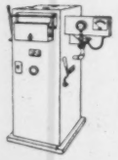
Toronto, February 12, 1954.

Johns-Manville
Corporation
DIVIDEND

The Board of Directors declared a dividend of 75c per share on the Common Stock payable March 11, 1954, to holders of record March 1, 1954.

ROGER HACKNEY, Treasurer

Certificate of Registry No. C-1472 has been issued authorizing The Great Lakes Reinsurance Company of Toronto, Ontario, to transact the business of Hail Insurance, in addition to Fire Insurance, Accident Insurance, Automobile Insurance, Inland Transportation Insurance, and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of Fire Insurance of the company, for which it is already registered, limited to the business of reinsurance only. Mr. Verner R. Willemson is President of the company.



Small Oven Furnace
for heat-treatment of tools and dies
ask for bulletin No. 10E

Wayne Forge & Machine
Company Limited
256 Adelaide St. W., Toronto

The Backward Glance

55 Years Ago This Week

THE MAN WHO SAID, "Fame is fleeting," or something along those lines, certainly knew what he was talking about. For instance, how many of you know who Baron Farrer Herschell was? Well, he was an important man in the latter years of the 19th century, and his photograph was carried on the cover page of SATURDAY NIGHT for March 4, 1899. The caption read: "Privy Councillor, a Knight Grand Cross of the Bath, Doctor of Civil Laws, Doctor of Laws, Justice of the Peace, Captain of Dean Castle, Chancellor of London University, member of the Venezuela and British Guiana boundary arbitration in 1897; in 1880 knighted and made Solicitor-General in the Gladstone Ministry; in 1886 raised to the peerage, and appointed Lord High Chancellor; in 1892 again Lord High Chancellor. The Round Table Conference on Home Rule had its first meeting in his house."

From an advertisement in SATURDAY NIGHT, 1899.

And how many of you remember the Epworth League? The members of this august body held a convention in Woodstock in 1899, where the Rev. Mr. Shilton offered a resolution congratulating a Mr. Holmes, who had been elected MP for West Huron. The convention repudiated the idea of connecting itself with politics or in any way glorying in the success of one of its members. "For this reason Rev. Mr. Shilton and his resolution were sat upon with an alacrity which must have surprised him."

Toronto's new city hall was almost ready for opening, and the city fathers were advocating a blow-out in honor of the occasion. SATURDAY NIGHT was against this, and said in reference to the city fathers: "They know so little about business and have such a consuming desire to be seen and heard that any folly is welcomed that gives them a chance to parade in their Sunday clothes and do some windjamming in a crowd".

About the taxation of religious bodies, the magazine let fly with both fists in a long paragraph, part of which goes as follows: "Unanimity among religious bodies has been prayed for, preached at, and yet found unattainable except in minor respects. One thing upon which the professed followers of Christ appear to agree is the exemption from taxation of all their belongings. . . . A meeting was held on Monday to discuss the bill for the partial doing away with these exceptions. . . . The religious sects assembled in sweet communion in response to this financial call, and they dwelt in a brotherly harmony that was simply exquisite. They were all in favor of retaining everything they had and obtaining everything they could get. . . . This spectacle would not be so sickening if we ever found the religious bodies meeting to combine their efforts in either Home or Foreign missions, or to relieve the masses from the burden of supporting four or five churches when they should only be supporting one. The public will feel relieved if there are fewer churches and fewer doctrines. . . in the meantime if the Legislature knows its business it will go on and tax the whole outfit, letting Caesar take care of himself and the amalgamated order of priesthood take care of themselves."

A new, and as far as we know, unique department in this magazine was The Newspaper Club, which was, "An organization of certain active newspapermen of Toronto and other cities and towns for the purpose of holding weekly meetings in this column to settle by cumulative discussion several outstanding and vexed questions".

The ones they lassooed for this particular column were John Lewis, Hugh Clark, John A. Ewen, "Mack", Roden Kingsmill, and Franklin Gadsby. The subject of discussion was that old chestnut "Were The Good Old Times Better Than These?".

John Lewis answered that they were not better but more interesting. He said, "Politics were undoubtedly more interesting when the unsuccessful politician, instead of being merely slanghwanged in the newspapers, was in danger of having himself thrown in chains into a dungeon, or his head stuck on a pole as a dissuasive to others". A less sanguinary answer was given by Franklin Gadsby who said, "This is the golden age for pot-boilers," and goes on to back up his statement by an interview with a sculptor, J. Terwilliger Jones, who claimed that if he couldn't conceive better statues than the ones in Queen's Park he "would eat his hat". Roden Kingsmill said that it has always been the indefeasible privilege of ripe age to assure brash youth that the world grows worse as it grows older.

And the latest thing in family transportation that year was the "Cambridge" ladies' buggy, reduced in price to $85, without licence, insurance or finance charges to pay, and nothing extra for the silk fringe.

Business

Safeguarding of Estate Big Responsibility

National Film Board

"He must think of the assets he leaves his family."

By R. SCOTT WHITE

TWO GENERATIONS AGO the professional man occupied the most secure place in the economic order. Today young men after a long and costly training period, frequently have to be urged to face the haphazards of early professional life. It is so much easier to be swallowed up in the corporation with its enticements of security and short hours.

There are, of course, compensating factors for the man who takes the plunge—doctor, lawyer, architect, engineer. He has the satisfaction of achievement, higher earnings and independence. But he faces the fact that he hasn't the same "security" as that of his counterpart in industry.

If a man's investments, including his life insurance, no longer earn the income they once did, how much more important is it that as much of his assets as possible reaches his family and in the most usable form! It is doubly important for the professional man because in many cases he has no group insurance, no sick pay, no hospitalization to pay the cost of last illness and no pension plan death benefit to provide cash or income.

A Will is vital. The law makes a distribution of its own if there is no Will. The cost of settling the estate will be greater. If a man leaves a wife and no children, his wife will get about one-half of his estate with the other half going to his next of kin. If he leaves a wife and two children, his wife and each child get about one-third and the children's shares are administered by a government official (Official Guardian) until the children are twenty-one years old. In the interim if the wife needs the income for the children she must reach an understanding with the Official Guardian. There is no more certain way of dissipating the assets of an estate than by not leaving a Will.

A famous lawyer once wrote in his Will: "I have tried to make this Will so simple that even a Judge can understand it"—a joking remark and yet it shows how hard it is to state intentions clearly in a Will. Many thousands of dollars are spent each year trying to determine what a testator meant.

If you have not reviewed your Will within the past two or three years with an eye to higher living costs, the frozen and liquid nature of your assets and the tax ramifications, the chances are against your Will being a satisfactory document.

Frequently the most debated subject in making a Will is the choice of executors. As a rule it is unfair to ask a personal friend or business associate to act as executor. He may die before you, or before his job is done. He has his own personal affairs to attend to.

Trust companies are the logical choice in many instances. They provide expert guidance in what has become a very complex field. They will not die, be absent or unavailable. Fees are the same as for personal executors and are fixed in each case by the Surrogate Court Judge of the County. If a personal touch is desired a personal executor may be appointed to act jointly with the Trust company.

The duties of an executor and trustee are many and varied—locating and evaluating assets and liabilities, listing the contents of safety deposit boxes in the presence of succession duty officials, arranging for probate of the Will with a lawyer, paying debts, delivering bequests, maintaining records, investing funds, securing duty releases, preparing income tax returns, etc.

There is no place to register a Will. It should be kept in a safe place or filed with your trust company. Wills should be completed when the testator is in good health and of sound mind. Amateur Wills are very dangerous and the cost which may result from such a Will may far exceed a solicitor's fee to draw a proper document. The young man should remember that any Will he may have before marriage is revoked by his marriage and—a point frequently overlooked—every man's wife should have a Will.

Succession duties should not be regarded as inevitable. Usually something—frequently a great deal—can be done not only to reduce succession duties, but to remove many of their worrisome aspects by adopting various well-recognized legal steps.

Generally speaking *all* property passing from the deceased to others by reason of his death is taxable; this includes such items as life insurance, stocks and bonds, real estate, bank accounts, household furnishings and paintings, business equipment, etc.

What value will be placed on those items for duty purposes? The rule is to determine the reasonable value at the date of death. The values given by executors or solicitors are carefully reviewed by the tax departments. Real estate is assessed by government officials, life insurance is valued by the companies concerned or by government regulations, listed stocks by quotations, a business by a study of its financial statements and inspection of its physical assets.

Duties are payable in cash and, generally speaking, within six months of death. To avoid the sacrifice of doubtful assets through forced sale, the best in a man's property is used to meet the duties—the bonds, the life insurance or the cash in the bank.

Duties may be lowered in a number of ways. One of the most common is to create a "Trust Will". This means that if the estate is of sufficient size the wife is given only the income during her lifetime with the capital to go to the children on her death. This avoids the levy of duties again at the wife's death and the savings are substantial. In the case of an estate of $150,000 left outright to the widow, but placed on a trust basis, the savings in taxes are of the order of $25,000.

One way to keep the size of an estate down is for a man to give it away during his lifetime. This is a highly satisfactory method provided it is exercised with care. Every time a man gives someone else property he must consider gift taxes which are a part of the Canadian Income Tax Act and are payable along with income tax in April of each year.

The value of a gift is not always easy to determine. A gift of money is simple—or listed shares in a public company. But suppose the gift is a horse or a yacht? Or real estate or shares in a private company? There is no use setting an unrealistic value, for at some time the tax department will have its say. If gift taxes are not paid, they bear interest at 6 per cent per annum.

There are a great many cases where property is transferred by a man to a member of his family without a thought of gift taxes. This will be caught up when the testator dies and the gift tax, with interest, will be demanded.

It must be noted that if property is transferred to a wife or a child under nineteen the person making the gift must continue to pay income tax on the income from the gift even though he has divested himself of ownership.

After the gift is made, to avoid succession duties the testator must live five years to avoid Ontario succession duties and three years to avoid Canadian duties. Should death occur within the three years the amount of gift tax paid is credited against Canadian succession duties.

In modern personal economics, life insurance constitutes a large portion of the professional man's estate. It is important, therefore, not only that he have an amount consistent with his needs and ability to pay, but that the best use be made of it in his estate plans. It constitutes the most readily available cash in the event of death. Careful thought needs to be given to how it will be used, whether to pay off duties or mortgages, or to provide income to the widow directly from the insurance company. The best disposition might be, for example, to pay off any mortgage on the commercial real estate to ensure that the full income from the property will be available to the testator's family.

Dominion and Provincial
Government Bonds
Municipal Bonds
Public Utility
and
Industrial Financing

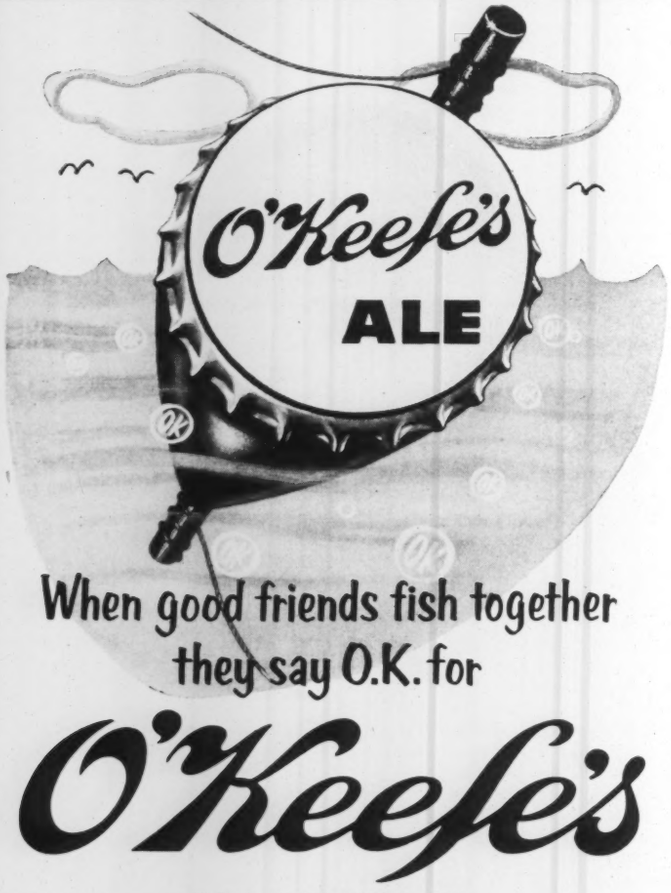
Orders accepted for execution on all stock exchanges

DOMINION SECURITIES CORPN. LIMITED

Established 1901

TORONTO MONTREAL NEW YORK LONDON ENG. WINNIPEG CALGARY VANCOUVER VICTORIA LONDON KITCHENER BRANTFORD HAMILTON OTTAWA QUEBEC HALIFAX SAINT JOHN

50 King Street West, Toronto, Canada



When good friends fish together
they say O.K. for
O'Keefe's

A54-4A. EXTRA OLD STOCK ALE

North American Reassurance Company
161 East 42nd Street,
New York 17, N.Y.

NOTICE

is hereby given that the Department of Insurance, Ottawa, has issued to the

North American Reassurance Company
Certificate of Registry No. C1462

authorizing it to transact in Canada the business of Personnel Accident Insurance and Sickness Insurance, limited to the reinsurance of the risks of other companies, in addition to the business of

LIFE INSURANCE,

limited to the reinsurance of the risks of other companies, for which it is already registered.

W. J. D. LEWIS
Chief Agent in Canada

SCURRY OILS LIMITED

Important Notice To Shareholders

Holders of shares of Scurry Oils Limited which are not registered in their names are urged to effect registration of such shares in their own names immediately at the most convenient Transfer Agency of the Company so that they will receive direct a most important communication and offer relating to a proposed exchange of shares of Scurry Oils Limited for shares of Scurry-Rainbow Oil Limited which will be despatched to registered Shareholders on or about March 5, 1954. Transfer Agents of Scurry Oils Limited are: Crown Trust Company, 227 - 8th Avenue West, Calgary, Alberta; Crown Trust Company, 302 Bay Street, Toronto, Ontario and Bankers Trust Company, 16 Wall Street, New York City, N.Y., U.S.A.

SCURRY OILS LIMITED

Per: J. F. LANGSTON
President.

Gold & Dross

By W. P. Snead

Bonds

WOULD YOU KINDLY *give me some information regarding high grade bonds? Would you name some with high yield and safety?—G. M. S., Thamesville, Ont.*

Reviewing the bond situation with our bond specialist, J. Ross Oborne, whose column appears regularly, the following issues have been selected as the best at the present time to suit your requirements of yield and safety:

The 4¾ per cent British Columbia Electric First Mortgage bonds due 1979; Simpson-Sears First Mortgage, 4¾ per cent, bonds due 1973; Industrial Acceptance Corp. 5¼ per cent debentures due 1974; The General Motors Acceptance Corp. 4¾ per cent debentures due 1969; the Aluminum Company of Canada Ltd. 4½ per cent, sinking fund debentures, due 1973.

With Governments exerting considerable pressure on basic interest rates (for example, the recent action of the Federal Reserve Authorities in the United States in reducing the rediscount rate), and likely to exert more in their alarm over declining business and employment figures, these issues seem attractive investment vehicles at the present time.

With long term investors switching from common stocks to bonds and high grade preferred stocks adding upward pressure to the bond markets, premiums may have to be paid for these issues but further advances in bond prices seem quite possible.

Trans-Era Oils

I WOULD APPRECIATE *your opinion on Trans-Era Oils. Would you advise the conversion of convertible debentures maturing November 1954 into the new issue of 5½ per cent convertible debentures, maturing December 1968?—Mrs. B. B., Newmarket, Ont.*

The Trans-Era situation does not appear too attractive. The present market for the 1954s is anything but firm. The best bid that can be obtained, and that is quoted as "very subject to confirmation", is 96-98. For a security of such close maturity this hardly invites confidence.

From the prospectus covering the new issue, it appears that the company is not in the best of financial health. The stated proved oil reserves of 1,400,402 barrels in the United States and 888,000 barrels in Canada, if valued at $1.00 per barrel, are barely sufficient to cover the present debenture issue of $1,999,000 outstanding, let alone the long list of debts listed under current liabilities in the consolidated balance sheet.

A further doubtful note is sounded by the agreement between the officers and the companies providing for the assignment to the officers of one-half of the working interest in selected leaseholds. As a result of this participation, among the current assets is listed the amount of $83,450.33 owed by the officers. This, incidentally, approximated the crude oil sales of $83,739.05.

We can see little in this picture to attract the long-term investor, and we must recommend selling your present debentures, if a market exists near the present quotations, and, if selling is not possible, holding to maturity for cash. Conversion to the new issue seems advisable only if a guaranteed bid is available so that a quick sale can be effected.

General Motors

THIS IS *a teasing question, I will admit, but of all the stocks there are, which one would you select for the very long term to use the "dollar averaging system" of investment on? For both capital appreciation and income?—C. J. I., Toronto.*

Of all the stocks of varying virtues I would consider General Motors to be the best of all in which to take the very long term position. This opinion is based upon the following reasons.

First of all, the company is an investment trust in its own right. Besides automobiles and trucks, it manufactures refrigerators, road building equipment and a variety of other products that range from ball bearings to batteries. Its total sales are almost as great as the sum of United States Steel, General Electric, du Pont and Westinghouse Electric put together. It is the biggest company in the world and, despite its size, one of the most aggressive.

By virtue of the funds it can pour into research, the great "must" for all manufacturing companies, the company can develop new products and improve old ones while only spending a small part of its income. This, from the long term view, is a guarantee against corporate aging. The basic organization, with its pattern of autonomous and competitive divisions and hard-schooled management, is another guarantee.

Historically, the company has always been a money maker. In more than two decades only once has it shown a deficit, and that was in 1932. Even then a dividend of 63 cents was paid. A dollar averaging program, which is simply the consistent investment of a certain amount of money at fixed intervals (buying a smaller number of shares when prices are up than when they are down), provides a long term average price that is always under the market. Continuity of income must also be considered.

The very size of the company — it supplies 45.6 per cent of the auto

market and is aiming at 48 per cent—also provides a speculative factor to the stock. This may seem paradoxical, but should General Motors squeeze some of the smaller competitors out of the market it would be a possible target for anti-trust by the U.S. Government under the Sherman Act and other legislation. To force the company to compete with itself, the Government might require one of the major divisions, such as Chevrolet, to be split off from the parent company. While this is theoretical, it would be possible, under such circumstances, for shareholders to receive a stock dividend of Chevrolet stock. As Chevrolet has held first place in car sales for a long time, and is possibly the best money maker of all the divisions, such a stock dividend would be worthwhile as an investment on its own merits and the stock would command a very good price.

These factors by themselves add up to success for such a long-term program as you request. From the record of more than a decade, the investor in General Motors has had a better capital gain and a better income than any of the Investment Trusts. Despite the possibility of short-term declines in the price of the stock, due to a softening market for cars and the general outlook for both stocks and business, we will place General Motors on the top of the list of buys when market weakness presents opportunity.

MacDonald Mines

DO YOU CONSIDER *MacDonald Mines a good buy at 60 cents? It has been stagnant for a long time. —E. G. P., Montreal.*

This stock does not appear attractive at the present time as a speculative buy. Stocks that become stagnant tend to remain so and the buyer is likely to have a long period of waiting in which everything is pinned upon the hope that something will develop.

The Noranda strike affected operations on the section of the MacDonald property in which Noranda has an interest, and the possibilities of worthwhile news in the near future seem very limited.

Finally, with base metal markets in a very weak condition, there is little to attract speculative interest in the stock. Speculation requires activity, if any profits are to be made.

Quebec Nickel

WOULD YOU *consider Quebec Nickel an attractive buy, as a speculation, at present market prices? —G. K. A., Chester, N.S.*

From the recent market action of the stock it does not appear to be too attractive as a speculative bet at the present time. Since the underwriting option to purchase 100,000 shares at $1.75 was cancelled in December, the stock has moved steadily downward from the December high of 67 cents to the present price of 40 cents. That this action has taken place, despite the reports from the property that very good drill holes have been pulled in steep angle drilling, provides a very good indication that speculative enthusiasm is difficult to arouse in nickel issues.

A further chill was supplied recently to nickel stocks by the announcement that the stock-piling authorities will review the stock-pile objectives of many items, with nickel high on the list as a result of nickel users' complaints that the stock-piling was forcing an artificial scarcity of the metal for general industrial use.

With the company at the shaft-sinking stage, it is evident that a rather long wait will be required before underground results to substantiate the drilling will appear. Thus it appears best to wait for a while.

Emerald Glacier

WOULD YOU *please give your opinion on Emerald Glacier Mines as a buy around 30 cents?—E. A., Musquodoboit, NS.*

Emerald Glacier has recently acquired a 36-claim property in the Quirke Lake sector of the Algoma uranium camp, in the Blind River area on the north shore of Lake Huron.

Diamond drilling is now under way to determine the uranium possibilities of this ground which lies between Algom Uranium's holdings to the west and the Conecho Mines acreage to the east.

Until the drilling program has been under way for some time, it will be impossible to form any opinion on the merits of this property. As a location bet, it appears to have some speculative possibilities.

In Brief

ON THE BASIS *of pure speculation, would you recommend the purchase of Brunston at 15 cents?—W. H. T., Ottawa.*

No.

COULD YOU *quote me the value of the stocks held by Mining Futures and Holdings?—J. C., Toronto.*

Zero.

I HOLD *Canadian Collieries stock. Should I continue to hold for future developments or sell?—C. A. D., Ralston, Alberta.*

Hold.

DO YOU *consider Bobjo Mines a good speculation at the present market of 26 cents?—S. P., Nanaimo, B.C.*

Seems fair. Supply near 40.

I HAVE BEEN *considering the purchase of Federated Petroleums around 4.50. Do you think it is a good buy now?—J. M. N., St James, Man.*

Not by my chart.

WHAT WOULD *you advise in regard to shares of Tech-Hughes Gold Mines? Should I hold or sell?—W. H. T., Montreal.*

Hold.

The Right Decision

Sometimes investors are content to take a chance when purchasing a new security.

But usually they wish to be sure beyond reasonable doubt that the security they select is the right one for their needs.

In the latter case, many wise investors consult us. The advice of our organization, with its many years of training and experience in the securities field, is usually invaluable to them in making the right decision.

Our organization is available to assist you at any time.

Wood, Gundy & Company
Limited
Toronto Montreal Winnipeg Vancouver Halifax
Quebec Ottawa Hamilton London, Ont.
Kitchener Regina Edmonton Calgary
London, Eng. Victoria Chicago New York

W&W EST. 1908

We offer a complete statistical and analytical service to individuals and institutions.

Watt & Watt
6-8 Jordan Street, Toronto. Em 3-7151
BRANCH OFFICES: Fort William, Port Arthur and London, Ontario

MEMBERS
Toronto Stock Exchange
Montreal Stock Exchange
Winnipeg Grain Exchange
Investment Dealers Assn. of Canada
PRIVATE WIRES TO
Montreal
New York
Fort William
Port Arthur
Winnipeg
London, Ontario
and Buffalo

CANADIAN INVESTMENT FUND

Ask your Investment Dealer or Broker for prospectus.

CALVIN BULLOCK
Ltd.

Dominion Textile Co., Limited

Tex-made

DIVIDEND NOTICES

PREFERRED STOCK—A Dividend of One and Three-Quarters per cent (1¾%) has been declared on the Preferred Stock of the Company for the quarter ending 31st March, 1954, payable 15th April, 1954 to shareholders of record 15th March, 1954.

COMMON STOCK—A final Dividend of Ten Cents (10¢) per share has been declared on the Common Stock of the Company for the year ending 31st March, 1954, payable 1st April, 1954 to shareholders of record 5th March, 1954.

By Order of the Board,
R. D. ARCHIBALD
Secretary.
Montreal, February 17th, 1954.

Credit Insurance

Keeps Credit Costs Primary!

1. Helps avoid secondary credit costs.
2. Protects working capital invested in Receivables.
3. Provides endorsement for borrowing purposes.
4. Backs judgement of Credit Executive.
5. Gives positive loss prevention.
6. Harmonizes Credit-Sales relations.
7. Promotes efficiency in organization.
8. Creates confidence—basis of all credit.
9. Provides service for handling collections.
10. Minimizes risk and anxiety, promotes planning.
11. Endorses customer's promise to pay.
12. Gives Accounts Receivable real value.
13. Provides accurate cost basis of shipments.

For booklet write to any of the offices listed below.

CANADIAN DIVISION

American Credit Indemnity Company

of New York

TORONTO, MONTREAL, SHERBROOKE AND VANCOUVER

HOLLINGER CONSOLIDATED GOLD MINES, LIMITED

DIVIDEND NUMBER 418

A dividend of 6c per share has been declared by the Directors on the Capital Stock of the Company, payable on the 31st day of March, 1954, to shareholders of record at the close of business on the 3rd day of March, 1954.

DATED the 16th day of February, 1954.

P. C. FINLAY,
Secretary.

NATIONAL STEEL CAR CORPORATION LIMITED

Notice of Dividend

Notice is hereby given that a dividend of thirty-seven and one-half cents (37½c) per share has been declared for the quarter ending March 31, 1954, payable on April 15, 1954, to shareholders of record at the close of business March 15, 1954.

By Order of the Board.

H. J. FARNAN,
Secretary.

Who's Who in Business

An Expert on Roses

ON HIGHWAYS and in cities, towns and villages across Canada, the sign of the White Rose marks the service stations and other retail outlets of the petroleum industry's leading all-Canadian company. Ranking high among the major oil concerns of the country, the Canadian Oil Companies Limited, refiners and marketers of White Rose products, is operated entirely by Canadians and 98 per cent of its stock is owned in Canada.

The President of this multi-million dollar concern, W. Harold Rea, who at 46 has been with the company for 21 years and President for almost five (he succeeded the late John Irwin on April 5, 1949, becoming one of the youngest presidents in the industry) was born and educated at Kincardine, Ont.

He became a junior in a Toronto firm of chartered accountants in 1926 and got his CA degree five years later. April 10, 1933, saw his appointment to the Company as an internal auditor and four years later he was transferred to the sales department, taking charge of promotion. His business acumen was recognized in 1942 when he was loaned to the Government as liaison officer between the Oil Controller and the Armed Services. Later he became Executive Assistant to the Oil Controller and spent much time with the U.S. Petroleum Administration in Washington.

Donald McKague

W. HAROLD REA

Mr. Rea, a tall, well-built man with a pleasing voice and a relaxed manner, directs the company's operations from an oak-panelled office on the top floor of a six-storey downtown Toronto building. He is intensely proud of his company and its 1,500 employees—sales alone have almost doubled since he became president. Under his leadership, his company built a $23 million refinery at Sarnia which was brought into production in 1952. This plant, which embraces catalytic cracking and catalytic reforming and which has a rated capacity of 20,000 barrels of crude oil per day, operates on Canadian crude brought by the world's longest pipeline from the oilfields of Alberta.

"It is my ambition," said Mr. Rea, "to see this company a fully integrated Canadian one—producers, refiners, marketers—from the well to the gas tank."

A start to this was made in June last year when his company joined the Sun Oil Co. to form a new company to construct and operate a products pipeline from Sarnia to Toronto. The 200-mile pipe now provides a year-round outlet at London, Hamilton and Toronto.

Mr. Rea is also proud of his family. "I always see that my business allows me enough time for my home and family." With his wife and two daughters, Marilyn, aged 15 and Barbara (12), he lives in a new (1951) ranch-type house, with two storeys at the back, on a ravine plot in Toronto "five miles from my office", a journey he covers comfortably in either one of his two Chrysler cars.

He finds relaxation in gardening in his acre plot. "Roses are my favorite, particularly the Peace rose—a delicate red-tipped yellow petalled variety."

Fishing is another hobby. "My family and I love to go fishing. You should see our catches of black bass around Bath and Kingston way!"

He is a member of five clubs, York, Granite and Rosedale Golf ("if I did less gardening I would be a better golfer") in Toronto, Engineers in Montreal and Canadian in New York, but prefers home life. "I like to read a bit, but confess I would rather go out and fix the gate or a broken fence."

Mr. Rea makes no bones about his success. "Life," he says, "has been good to me." He is interested in helping others in a practical manner. He heads this year's St. John Ambulance Fund Committee which is appealing for $261,800 to carry on the fine work of the St. John Ambulance.

"I first became aware of the work of the men and women of St. John when I was skiing in Montreal," he said. "I became fascinated by their quick action when someone was hurt, which was pretty often. Then I really began to notice St. John men at hockey, football games and other places where the public gathers. I was impressed to learn that last year in Ontario alone, the men and women of St. John treated over 20,000 cases and gave 120,000 hours of their time in public duty. I am all for that humanitarian work."

Mr. Rea has proved that his drive and energy can shatter production and sales records. Under his leadership the St. John Ambulance Fund Committee should achieve its target.

Bonds

Imagination in Investment

By J. Ross Oborne

TOO OFTEN we Canadians, because rapid industrial growth is new to our economy, do not look hard enough at the present or into the future. As a nation we are slow to change, slow to accept new ideas even if they are already old elsewhere. A classic example was the Interprovincial Pipeline Company. The possibilities of an oil pipeline only mildly impressed Canadians. This was a new and untried venture in this country. Not so in the United States. Pipelines were well known and long established, profitable enterprises. The result was that the Interprovincial debentures were much sought after by U.S. investors. During the period before the debentures were called, the investment increased over five times in value.

There may never be another "pipeline" debenture like that one, but perhaps if we keep our eyes open, we may find another new industry that merits attention. As a matter of fact, we might not have to look too far to see another such possibility. Other industries worth keeping in mind are Plastics, Propane, Electronics and Air Transport. All four are in their early stages of development and all show future promise of rapid growth.

Let us, for example, look at the Propane Industry. This industry is based on by-products of petroleum and is beginning to show all the signs that a new companion of the "service type" company is in the making. This by-product is a liquefied petroleum gas known as Propane.

At one time this gas was a waste product and was burned at the refineries just to get rid of it. Fortunately, some clever scientist hit upon the idea of putting it to commercial use. By turning the gas into liquid, placing it in cylinders in the same manner as acetylene and oxygen, the gas could be transported to markets requiring heating fuel. Thus a new industry was born which now in the U.S.A. services more than 6½ million customers.

Liquefied petroleum has many uses. The main domestic one is as fuel for stoves, water heaters, refrigerators and home heating. Among the commercial and industrial users are restaurants, rubber industries, cleaning establishments, tobacco kilns and chemical companies. Another use is as tractor and motor fuel. Buses in the city of Edmonton are operated on Propane.

The main advantages of Propane gas are, in comparison to other gaseous fuels, its cleanliness, its combustibility and the fact that it is completely consumed. It can be economically shipped in cylinders or tanks by rail, truck or water to markets where electricity and natural or manufactured gas are not available.

The advantages mentioned are ones that are particularly important to many Canadians. They are important because the standard of living of people in rural and suburban areas can be considerably improved by having Propane gas brought to them. They are important to the infant Propane industry because such a large percentage of the Canadian population lives in just such areas. There are over two million people living in rural areas in Manitoba, Saskatchewan, Alberta and British Columbia. In Ontario about 700,000 homes are situated beyond the reach of gas mains.

The gas is liquefied at a natural gas or oil refinery. It is then shipped, generally by railway tank car, to the distributor. The distributor maintains bulk storage facilities at various points located to best serve his markets. From these storage plants the gas is placed in cylinders, the most common size being 100 pounds. These cylinders are delivered either direct to the customer or to retail dealers for distribution. Large industrial users are supplied direct from the bulk storage plants, generally on long term contracts.

The distributor in most cases retains ownership of the cylinder. Generally a contract for the use of the Propane gas for a five year period is drawn up with the customer. The distributor is responsible for the systematic maintenance of a constant supply in the same manner the oil company fills your tank.

The cylinders are one of the Propane company's most valuable assets. They have a life of something over 30 years and have an excellent salvage value. These cylinders are one of the main assets pledged to cover debentures or shares that may be sold to obtain capital for expansion.

As compared to the U.S.A., the Propane companies in Canada so far have been small and little public financing has been done. Exceptions have been Central Gas Utilities and Sturdie Propane, both operating in Alberta. The latter company raised capital by an issue of $600,000 5½ per cent Convertible Sinking Fund Debentures. Small companies in this industry seem to have had their ups and downs chiefly because of a lack of sufficient working capital. From an investor's standpoint, the securities of a company whose senior capital structure involves less than $1 million are seldom sufficiently marketable to justify an investment.

What is needed to develop the Propane business in Canada is a strong, well-financed company to enter the field on a fairly large scale.

Propane, Air Transport, Electronics and Plastics are just a few of the new developments that are now worthy of examination by Canadian investors.

ONTARIO'S BILLION DOLLAR PUBLIC UTILITY—

Since the end of World War II The Hydro-Electric Power Commission of Ontario has greatly expanded its generating and distributing facilities to keep pace with the ever-growing demand for electrical power in Ontario.

The extent of this expansion, how it was financed and why Ontario Hydro Bonds are one of the finest investments you can make are all told in our new booklet "The Ontario Hydro Story".

Present holders and prospective buyers of Ontario Hydro Bonds will find this booklet well worth reading.

For your complimentary copy write or 'phone our nearest office today.

McLEOD, YOUNG, WEIR & COMPANY
LIMITED

50 King Street West, Toronto
Telephone: EMpire 4-0161

276 St. James Street West, Montreal
Telephone: HArbour 4261

Ottawa Winnipeg Calgary Kitchener London Quebec Hamilton New York Vancouver

Cochran, Murray & Co.
Limited

Government, Municipal
and Corporation Securities

•

Cochran, Murray & Hay

Members of the
Toronto Stock Exchange

Dominion Bank Bldg., Toronto, Telephone EM. 3-9161
Hamilton Kitchener London

EATON'S

Be Prettier
Than Ever
This Spring!

...in the fascinating silhouettes
Fashion has outlined for '54.
One of the loveliest—
the Empire sheathe, cut in praise
of the feminine figure, destined to
wrap your future in beauty...
Its interest is high, shaping up to
the bosom... Its lines are fitted—
lean and close... Its influence
runs through the new Spring
Fashion Collections at Eaton's.

EATON'S...CANADA'S LARGEST RETAIL ORGANIZATION...STORES AND ORDER OFFICES FROM COAST TO COAST

Equal Pay

By Margery Pewtress

IT IS SOME two years since the "Equal Pay Act" was passed by the Ontario Legislature. It did not usher in the millennium — some school boards still advertise for men and women teachers at different rates; labor unions still sign agreements providing for different wages — with the higher scale in favor of the men.

What has been accomplished by the Act and what chance has it of being effective?

The "Female Employees Fair Remuneration Act" prohibits discrimination in wage rates because of sex.

This is not a new concept in the history of industrial relations. But there are still those who believe and urge that remuneration should depend on something other than ability and qualification. The "something" is usually sex or responsibility for dependents. If the basis of distinction is to be family responsibilities, these are not peculiar to men; if the basis is sex, then in hard times the majority in employment would be women.

Again, it is often said that for a woman the cost of living is less than for a man. But a woman's rent does not cost her less nor is her income tax assessed at a lower rate.

Just what has happened since the Act came into force? Some employers in Ontario have revised their wage schedules to comply with the new Act. Others have tried to circumvent the Act by putting in little additional duties for men (so far as the description of the job is concerned) to justify a difference in pay rate.

It is surprising to find that Labor Unions, usually so ready to suspect employers' motives, should be ready to accept these hair splitting definitions. It would be unfortunate if the women belonging to Labor Unions should find that, in this matter of equal pay, they have to battle not only their employers, but the Unions.

Some of the pressing needs, if we are to make our present legislation the effective instrument our Government intended, are: to find ways of informing women of their right to equal pay; to educate the general public on the merits of equal pay; to gain trade union support by the inclusion in collective bargaining agreements of positive provisions for equal pay.

We also need to strengthen existing equal pay laws; to have such laws passed in all the Provinces (Ontario, Saskatchewan and British Columbia are the only ones with this legislation); and to work for Federal legislation on this matter.

We need a woman director to administer and direct the Act, which is at present under a male official in the Department of Labor.

We might achieve our goal if one woman dared to be a Daniel — by making a complaint under the Act and taking full advantage of all the machinery provided for the enforcement of her rights. Then, if the Act proves to be something less than an Equal Pay Act, we should amend it.

Conversation Pieces:

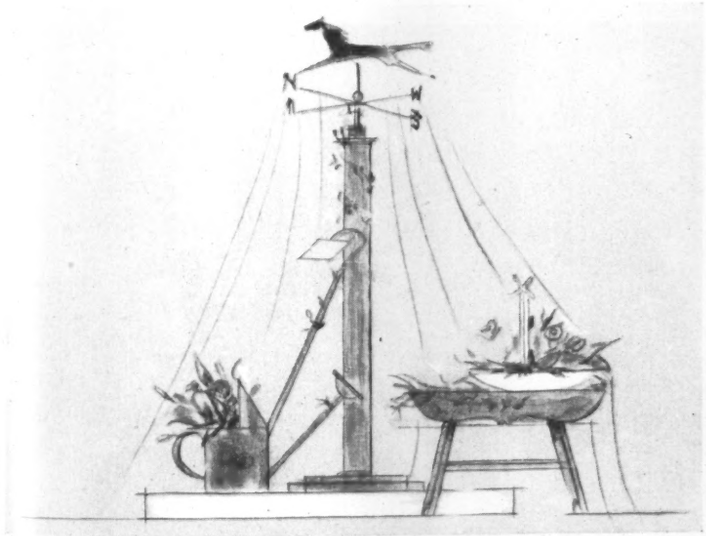
MARCH teases us into believing that spring is here, but we can't enjoy the garden yet—not outside, at any rate. Then why not transplant one right into the house? A Forstmann window display to highlight their new "Spring Bouquet" colors, caught our interior decorating fancy. We borrowed two of the sketches (reproduced here) to show that they might make amusing and unusual decorations against the wall of a large modern living room or a basement retreat. One of Forstmann's important new colors is Gladiola Pink. Their bright bouquet shades are sparkling, clear and high in tone. There are Zinnia, a tangy orange-red . . . Bachelor's Button, a perfect bright wool blue . . . Snapdragon, one of the stunning vibrants, together with Peony, the gayest Spring pink in years.

Guest columnist this week (see page 26) is Margery Pewtress, of Cobourg, Ont. Mrs. Pewtress was instrumental in starting the Business and Professional Women's Club there and is the present Ontario President. Serving under Margaret Hyndman, QC, of Toronto, she was a member of the Ontario Equal Pay for Equal Work committee. During business hours, she is General Manager of a Cobourg company that manufactures and distributes soda fountain flavors.

Margaret Myer, of Chippewa, Ont., is the new Assistant Chief of the Home Economics Section, Inspection and Consumer Service of the Federal Department of Fisheries—that's the complete title.

Newest Zonta Club in Canada is the one recently inaugurated at Edmonton, with Mrs. Alta Adam as President. Among prominent Zontas are Senator Cairine Wilson and Ellen Fairclough, MP; Jacqueline Cochran, the New York aviatrix, who was the first woman to fly faster than sound; Queen Ingrid of Denmark and Queen Louise of Sweden.

Where do people find inspiration for their fashions? This Spring, John Frederics, the New York milliner, has found his in South America, for his *Andean Collection* . . . his colors being *Quito orange*, inspired by clays used by the Indians in ceremonial facial painting; *Chilean copper*, from Chile's basic industry; and *Andean stone*, the color of the shale of the Andes Mountains.



THE TWO SKETCHES *shown on this page are actually from a Forstmann display in connection with their spring color promotion, but could be the basis of an unusual home-decorating scheme.*

women

New Officers: Mrs. B. Dyma, President of the Winnipeg League of Women Voters; Louise Rush, re-elected President of the Toronto Council of Women; Mrs. Charles Bruyere, of Ottawa, named National President of the French Canadian Women's Federation.

Marjorie Wilkins Campbell, of Toronto, will have another book on Canada out this Spring. Her last was *Ontario*. This time she writes about the explorations of the early North West Company, from Montreal to the Arctic and then down the Pacific to Oregon. The first volume, called *The Nor'westers*, will have juvenile readers in mind; volume 2, *The North West Company*, will be a major work. The publisher is Macmillan.

Canadian actors are finding the greenest fields right at home. Latest to come back from England is Olga Landiak, who, in 1948, won the best actress award in the Dominion Drama Festival, in *Saint Joan*. She was playing for the London Little Theatre, which sent her, on a scholarship, to the Royal Academy of Dramatic Art. Last year, Barbara Cummings, of Thorold, Ont., came back and is doing TV work; last summer, Laura Mary Wood returned to her home in Sackville, NB, for a visit, came on to Toronto and remained to join the Crest Theatre, newly started by the Davis brothers, who, with their sister, Barbara Chilcott, have also decided to stay home permanently, instead of wintering in England and summering with their Straw Hat Players in Ontario's Muskoka.

The May Court Club Ball in Ottawa

THE "GAY PAREE" *motif of the Ball is carried out in Can-Can decoration on the table at which are seated (l to r) Mrs. James Ross, Frank L. Jeckell, Mrs. E. D. Lafferty, James Ross, Mrs. Jeckell and Mr. Lafferty.*

CAN-CAN *dancers in the Ball's cabaret show: l to r, Pat Parkes, Elizabeth Coate, Joan Hardy, Marilyn Jeckell, Sally Wright, and Mrs. Nelson Castonguay, producer of the cabaret show.*

FOUR *of the men who helped make the cabaret a success: l to r, Rear Admiral Knowlton, Vice-Admiral Mainguy, Symphony Conductor Eugene Kash and Saul Rae (MC).*

MEMBERS *of the Receiving line at the Ball: l to r, Mrs. Robert Gill, first Vice-President; Robert Gill; Mrs. Gordon Medcalf, Chairman of the Ball; Gordon Medcalf, Melville Rogers (standing) and Mrs. Rogers, President of the May Court Club.*

Photos: Capital Press

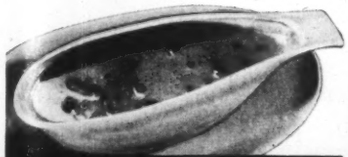
Smart
WHEN ENTERTAINING
PEEK FREAN'S
ASSORTED COCKTAIL BISCUITS

Here's variety for your refreshments when you give a party . . . and all in one packet. And Peek Frean's Assorted Cocktail Biscuits are as appetizing as they are novel.

Mr. Peek & Mr. Frean
MADE BY
PEEK FREAN'S
MAKERS OF Famous ENGLISH Biscuits
615

how to make a 'ravey' gravy...

LEA & PERRINS*
BELONGS... ON YOUR TABLE AND IN YOUR COOKING
The same fine sauce which, for over 100 years, has enhanced the cuisine of world-famous restaurants.



*THE ORIGINAL AND GENUINE
WORCESTERSHIRE SAUCE

"LES GIRLS" *in the Cabaret show: l to r, Mrs. Gordon Welch as "Summer", Mrs. William Marshall as "Winter"; Mrs. Hart Massey as "Paris"; Mrs. Douglas Peden as "Spring"; and Mrs. Robert Southam as "Autumn".*

• •

Keep It Clean

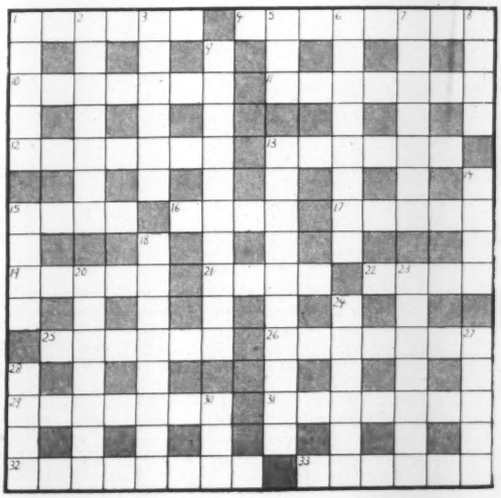
By Louis and Dorothy Crerar

ACROSS

1, 11, 4, 22. Why one shouldn't worry — about dirt. (2, 4, 3, 4, 3, 2, 3, 4)
4. See 1 across.
10. See what we mean by verbose? (7)
11. See 1 across.
12. Natural to take this as dealing with material phenomena. (7)
13. It closely resembles the sound of a 2, 20 attachment. (6)
15. See 15 down.
16. He's gone by a different name. (4)
17. Tartary? (5)
19. Scare a gangster, perhaps, into losing his head. (5)
21. Coward, so called. (4)
22. See 1 across.
25. Rubs on 12, in short. (6)
26. Is Ava slow at making these? Not with so many husbands! (7)
29. Pot watchers never see it. (7)
31. Did she choose the Royal Academy to make her appearance? (7)
32. Snug nets? Quite the reverse. (4, 4)
33. Is it 15 down because of the 22? (6)

DOWN

1. A shortage of these might be "Stop the Press" news. (5)
2, 20. Cleanser; e.g., Chinaman wish for one. (7, 7)
3. Wildcat swallows R.A. feet first, getting stuck in the throat. (6)
5. She was unabashed when conked! (3)
6. Dine less to get over this. (8)
7. An author, 'e was born at Concord, lived in discord. (7)
8. Late tide? (4)
9. Hinder gentlemen on the dirt track. (10)
13. It makes a clear start to a 27 finish. (5, 5)
14. Opening my throat. (4)
15, 15 across. For white washing sailors' trousers? (4, 4)
18. All, to be tempting, must do this. (8)
20. See 2.
23. It's sort of dead around the apartment. (7)
24. And how Ravel did jack-it up! (6)
27. Bubbly water, but not champagne. (5)
28. I repeat in bird fashion. (4)
30. That's the spirit, when Martin and I get together. (3)



Solution to Last Week's Puzzle

ACROSS

1. Blotter
5. Jackdaw
9. Charm
10. Abdicator
11. Engrossed
12. Loser
13. Hairdressers
17. Make it snappy
22. Untie
23. Major-domo
24. Athletics
25. Slips
26. Enrages
27. Sold out

DOWN

1. Backer
2. Orange
3. Tombola
4. Reasserts
5. Jaded
6. Cockles
7. Detested
8. Wardress
14. Readjusts
15. Amputate
16. Sketcher
18. Iceberg
19. Parasol
20. Domino
21. Corset
23. Mails

(303)

the girl you used to be...

what would she think of you today?

She looks out at the world through older, wiser eyes . . . that girl who once was you. Would she approve the way you look at things, or would she miss the fresh enthusiasm that was so much a part of her make-up? Ask yourself the question she would ask: Do you still have a "young" viewpoint?

Part of feeling young is a willingness to accept new ideas. Perhaps that's why so many young people have turned to the new idea in sanitary protection: Tampax*. Because Tampax is worn internally, it avoids many of the discomforts of "those days"—chafing, irritation, the whole bulky belt-pin-pad harness, and *odor*.

Doctor-invented Tampax is so comfortable the wearer can't even feel its presence. It's easy to dispose of. Can be worn in shower or tub. The Tampax package never betrays your secret. In fact, it's so small a month's supply slips into purse. Get your choice of 3 absorbencies (Regular, Super, Junior) at any drug or notion counter. Canadian Tampax Corporation, Limited, Brampton, Ontario.

*Reg'd trade mark

Accepted for Advertising by the Journal of the American Medical Association

CANADIAN TAMPAX CORPORATION LIMITED
Brampton, Ontario.

Please send me in plain wrapper a trial package of Tampax. I enclose 10c to cover cost of mailing. Size is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name.....

Address.....

City..... Prov..... Sat-254

Relieve the Pressure of Rheumatic Pain!

- No need to suffer the tense, pressing agony of rheumatic pain. Not any more!

Doctors generally will tell you rheumatic pain may be largely caused by *pressure*. Sensitive nerves are irritated. Local areas become tender and swollen.

Now you can get blessed relief —*and get it fast*—by rubbing Absorbine Jr. on the sore, swollen areas. This famous pain-chasing liniment actually helps *counteract* pressure which may be causing your misery. It quickly *warms, soothes* throbbing pain spots . . . brings comforting relief from rheumatic pain.

Thousands also rely on Absorbine Jr. for quick relief from neuralgic pain and from sore, aching muscles.

Get Absorbine Jr. today. At all drug counters.

W. F. Young, Inc.,
Lyman House,
Montreal

ABSORBINE Jr.

Letters

Religious Freedom

THE Rev. Wm. C. Turney deserves congratulations for his letter to SATURDAY NIGHT about religious freedom in Quebec. I think every clergyman living in our Province is in honor bound to speak as the Rev. Turney did and tell everywhere that in Quebec all religions are completely free. Speaking of freedom, I am sure you know a FACT: only in the Province of Quebec (so-called bigoted and priest-ridden!) have the minority groups schools of their own where they may teach their own religion in complete liberty without being obliged to pay twice for them. Is this a fact or not? . . .

Rev. Turney made a very intelligent remark too about "giving complete freedom of propaganda to everything that is described as religion". Suppose a fellow is selling poisons he calls remedies, would you be for protecting his freedom rather than the lives of those he poisons? Is it not the duty of authority to protect the simple-minded against the propagation of nonsense? Is it not its mission, too, to guard honest people against slander and abuse by a set of fanatic and ignorant peddlers who "wrest scriptures to their own destruction" as the Holy Bible says? . . .

(REV.) PIERRE DE MONTIGNY
Drummondville, Que.

Double Standard

ALISON PELLETIER defends "The Big Revue" simply because it is a Canadian program. Does trash become anything but trash simply by attaching the label "Canadian" to it? Can there be a double standard of quality, where Canadian products must be judged by a different standard from those of another country? If so, Canadians can resign themselves to rock-ribbed artistic mediocrity . . . I say we need more outspoken critics like Mr. Garner — critics who do not creep and crawl before the graven image of state-controlled "culture" . . .

Regina FRANK GRIMSHAW

No Balletomane

I HAVE been greatly amused by recent appeals for financial support by groups dedicated to such an esoteric diversion as ballet. To hear them talk, one would think that the fate of Canadian culture depended on a few amateurish performances of *Giselle* and that this culture would fall flat on its face if it were not supported by legs capable of an *entrechat* . . . Let's rid ourselves of this nonsense. If these people delight in watching the posturing antics of ballet, let them, and pay for it themselves, without bothering others. It matters not a whit to creative effort in Canada whether we have ballet companies or not . . .

The only value of ballet is that it provides snobs with the opportunity to parade themselves at a so-called cultural performance, provides employment for dance teachers who otherwise might have to take in washing, and gives a certain amount of healthy exercise to young brats who otherwise would be parked in front of television sets . . .

Toronto C. K. STINSON

Censorship

THE APOLOGY for Quebec censorship, by Hugh MacLennan, was disgusting . . . Where censorship is concerned, there can't be any fence-sitting. You're either for it or against it . . . If censors can get away with kicking very small minorities around, they will go on to try their luck against bigger minorities.

Moncton, NB C. F. EVANS

Atlantic Federation

THE SUGGESTION of an Atlantic Federation made by Prime Minister St. Laurent to the leaders of the West German Republic at Bonn ranks with the constructive thought which brought about the unions of the thirteen American States in 1791 and of the then colonies of British North America in 1867. Federal Union is a political device which gives unity while safeguarding diversity. Federal Union on the Canadian model goes farther. Designed, as it was, after the American Civil War, it aims to make war between the Provinces impossible; and it can be said that it has succeeded. Under the Canadian Constitution no Provincial Hitler, or die-hard State's Right-er, could raise an army; for that function belongs exclusively to the Federal Parliament. Provincial taxation for such a purpose would be *ultra vires;* as would Provincial borrowing. No Bank, Life Insurance Company or syndicate could safely or legally make loans for war purposes to a Provincial Government. Where there is no finance there is no war. Mr. St. Laurent has performed a service to humanity in putting before the statesmen of Europe a proved democratic Federal formula which offers a solution to a fundamental problem of France, Europe and the World.

Toronto LEWIS DUNCAN

Of Many Things

PRICES GO down, jobs get fewer. What does the Federal Government do? Increases its expenses, raises the pay of Parliament, boosts the cost of mailing letters and postcards, sends Ministers here, there and everywhere on pleasant excursions without purpose . . . What a great, big, wonderful awakening there will be one of these days!

Vancouver EDWARD MANUEL

HAVING VOTED themselves a very handsome increase in salary, our parliamentarians are now talking about pensions for their widows. It would be refreshing if they gave some thought to the widows of men who earn a great deal less than $10,000 a year and whose job-security is no greater . . .

Windsor, Ont. PAUL ST. JEAN

. . . A GOOD MP is worth $10,000 a year, but how many good ones are there? I can think of about a dozen Liberals, a half-dozen Conservatives, most of the CCF members and not a single Social Crediter . . . The idea of a series of aptitude tests for members has a lot of merit . . .

Toronto R. D. BARNETT

I ENJOYED Michael Harrington's story about the folk-lore of Newfoundland and appreciated particularly his glossary on some of the word-survivals which are still being used there. One of them makes my understanding of a line of Professor Pratt's, where he describes Angelina, the old nurse, as "stark as a rampike under winter skies" exact, rather than the guesswork it has been heretofore. Surely the other provinces have equally rich folk-lore waiting for someone to unearth it.

Saskatoon LUCILLE HARTLEY

THE CRITICS were right in their condemnation of *Colombe*. Only an ardent Francophile such as Anthony West obviously is, could find in it all the subtlety he professes to see. What he is doing, of course, is rationalizing his own acceptance of a decadent moral code.

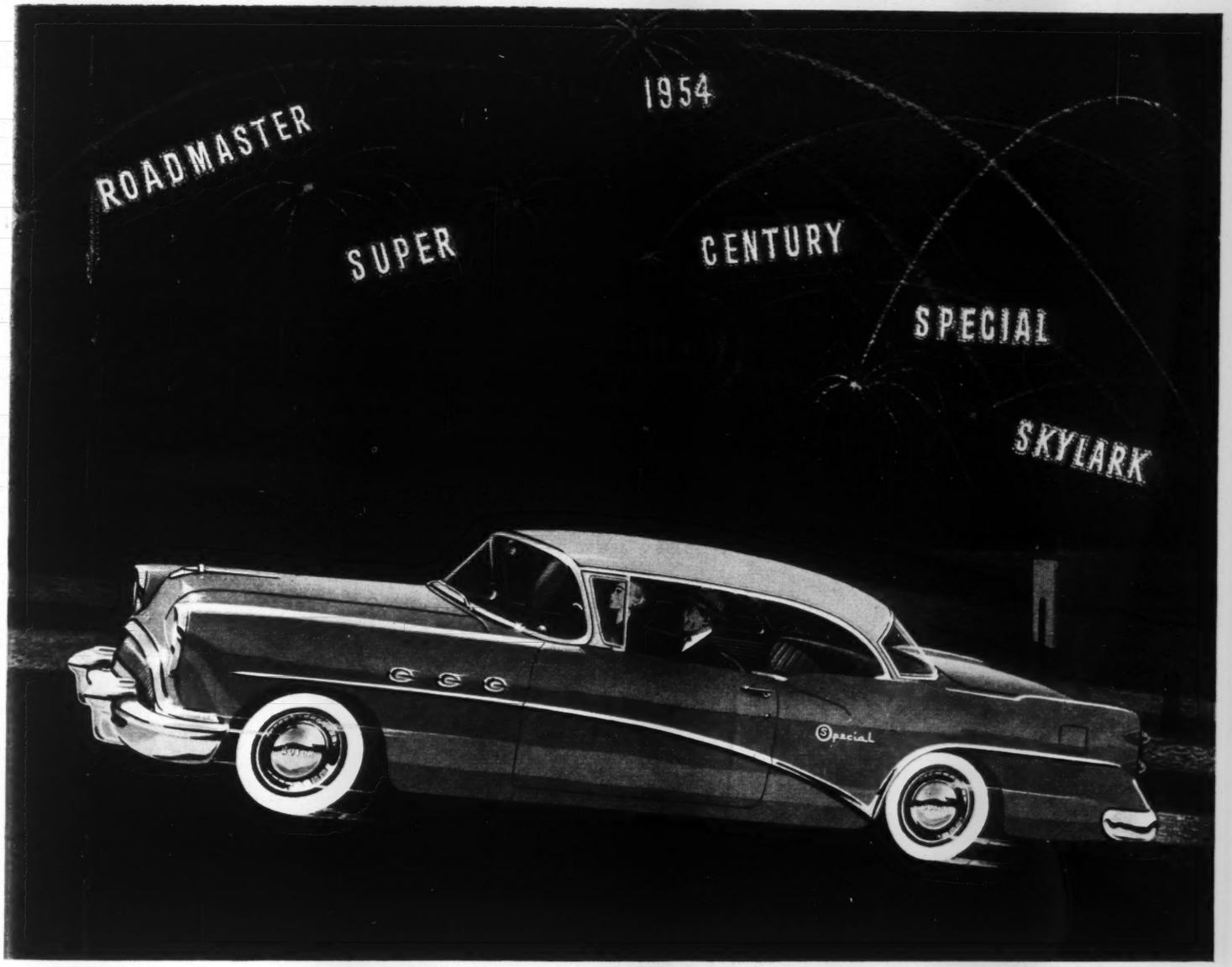
New York HARLAN T. HUNTER

INDEX

	PAGE
ART	5
BOOKS	15
BUSINESS	21
FOREIGN AFFAIRS	7
LIGHTER SIDE	10
OTTAWA LETTER	11
SPORTS	13
TELEVISION	9
WOMEN	26

SATURDAY NIGHT
ESTABLISHED 1887
VOL. 69, NO. 22 VOL. NO. 3174

Editorial Board, Robertson Davies, J. A. Irving, E. J. Pratt; Editor, Gwyn Kinsey; Managing Editor, Herbert McManus; Associate Editors, Hugh Garner, Willson Woodside; Production Editor, John Irwin; Financial Editor, W. P. Snead; Women's Editor, Margaret Ness; Assistant Editors, Lilian England, Bernard Taylor; Assistant to the Editor, Fern Rahmel; Contributing Editors, Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, Lister Sinclair, John A. Stevenson (Ottawa), Anthony West (New York); Advertising Sales Manager, Lloyd M. Hodgkinson. Subscription Prices: Canada $4.00 one year; $6.00 two years; $8.00 three years. Great Britain and all other parts of the British Empire add $1.00 for each subscription year to Canadian price. All other countries add $2.00 for each subscription year to Canadian price. Newsstand and single issues 10c. Authorized as second class mail, Post Office Department, Ottawa. Published and printed by Consolidated Press Limited, Birks Building, Montreal, Canada. Editorial and Advertising Offices, 73 Richmond St. W., Toronto 1, Canada. President and Publisher, Jack Kent Cooke; Vice Presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Assistant Comptroller, George Colvin; Secretary, William Zimmerman, Q.C.; Director of Circulation, Gordon Rumgay; Director of Manufacturing, E. M. Pritchard. Representatives: New York, Donald Cooke Inc., 331 Madison Ave.; Chicago, Fred R. Jones & Son, 228 N. Lasalle Street; Los Angeles, Lee F. O'Connell Co. 111 North La Cienega Blvd., Beverly Hills, Cal.; Vancouver, John N. Hunt & Associates, 198 West Hastings Street; London, England, Dennis W. Mayes Ltd., 69 Fleet Street, E.C.4.



A GENERAL MOTORS VALUE

Buick SPECIAL 2-Door Riviera Sedan

Here the stylists went all out

THIS year, Buick gave the stylists a once-in-a-lifetime opportunity to translate into free-flowing lines of metal—and gleaming, graceful arcs of glass—the cars of their dreams. And they certainly went to town.

But the wonders do not cease with styling.

Beneath the hood of the brand-new Buick SPECIAL is a brand-new V8 engine—higher in horsepower, increased in thrift, to give new nimbleness to this agile performer.

Next above the SPECIAL in price is a brand-new thriller—the Buick CENTURY—deliberately built to deliver more horsepower per pound of weight and more horsepower per dollar than any other Canadian automobile in its price class.

Then, there's a brand-new, more spacious and higher-powered SUPER that brings new luxury to the middle-price field—and the top-of-the-line ROADMASTER, with the superb smoothness, instant and silent get-away of Twin-Turbine Dynaflow included in the delivered price.

Throughout this phenomenal line of high-fashion beauties, you find a host of new-day features—new fabrics—new instrument panels—new front suspension—new wheelbases—new compression ratios—new ease of handling, and new levelness of ride.

By all means come and see them—and *price* them—for you'll find them this year's outstandingly beautiful buys.

When better automobiles are built
Buick will build them

BUICK
The Beautiful Buy

See your Buick Dealer

A major industry in Canada's upsurge of activity must have at its command the power of research.

$18,000,000.00 to find a better way

During 1952 alone the ENGLISH ELECTRIC GROUP applied in the United Kingdom over $18,000,000 to research to find better ways of producing and using power.

275,000 Volt Circuit Breakers undergoing climatic tests.

This is part of the great background against which this long established Canadian plant operates. The reputation for quality and service gained in over forty years of manufacture in Canada is reinforced by the wealth of experience of an organization of almost sixty thousand people operating on a world wide scale.

This means that you can discuss with ENGLISH ELECTRIC any problem involving electrical power generation, distribution or application with the certain knowledge of finding the most efficient solution.

English Electric Company of Canada Limited: Head Office and Factory: St. Catharines, Ontario
Offices in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver

Associated with John Inglis Co. Limited, in the world-wide English Electric Group

'ENGLISH ELECTRIC'

5323